

LIVE AT CUFFE AND TAYLOR PRESENTS

LIVE AT LINCOLN CASTLE

Friday 13th June

The Stranglers
with special guests
Buzzcocks

Saturday 14th June

James
with special guests
The K's & Tom A Smith

LAST FEW

Sunday 15th June

Texas
with special guest
Rianne Downey

SOLD OUT

Thursday 19th June

Rag'n'Bone Man
with special guest
Elles Bailey

LAST FEW

Saturday 21st June

UB40
featuring **Ali Campbell**
with special guests
Bitty Mclean & Pato Banton

Tuesday 24th June

Sting 3.0
with special guests

LAST FEW

Wednesday 25th June

Olly Murs
with special guest
Lemar

LAST FEW

Friday 27th June

The Human League
with special guests
**Thompson Twins' Tom Bailey
& Blancmange**

Saturday 28th June

Simple Minds
with special guests
China Crisis

SOLD OUT



LINCOLNCASTLE.COM

LOCAL BUSINESS TOOLKIT

SPONSORSHIP

**SUPPLIER
OPPORTUNITIES**

VISITOR SPEND

**DESTINATION
AWARENESS**

This Summer Lincoln Castle will once again transform into the county's leading outdoor live music venue - bringing a fantastic line up of big name acts to Lincoln city in partnership with Cuffe & Taylor.

One of the UK's top 10 live music and event promoters, Cuffe & Taylor are experts in promotion, production, and event management. Offering exceptional experiences for artists and audiences like no other, they produce and promote major festivals, stadium tours, arena concerts and theatre shows across the UK and internationally.

A season of outstanding performances brings with it exciting opportunities to both showcase our destination and welcome concert goers to the area - PLUS enable local businesses to benefit and potentially support and supply the operational requirements of the events.



SPONSORSHIP & COMMERCIAL OPPORTUNITIES

Following last year's successful concert series, Lincoln Castle will again host a series of ten music concerts in June 2025. The spectacular summer series will bring over 60,000 visitors to the city, providing a real boost for Lincoln and the county.

With ten concerts booked for the last two weeks in June, music lovers will enjoy international talent in the castle's beautiful and historic setting, offering a totally unique experience. Sting, Simple Minds, Texas and Olly Murs are among the acts announced so far.

To discover more about commercial opportunities at these events please email emma@amplifylive.uk to discuss how your business could be a part of these fantastic evenings.

"Listers worked alongside Live at Lincoln Castle on a couple occasions in the summer of 2024 with smart and Mercedes-Benz of Lincoln both sponsoring concerts, which provided them with a fantastic opportunity to showcase a model to thousands of new customers from a prime position in Lincoln Castle and to treat members of staff to a VIP experience at some of the concerts.

Emma and the team were fantastic to deal with, nothing was too much trouble and the communication in advance of and during the sets of concerts was great. The sponsorship met our objectives comfortably and we are excited to have signed up to attend again in 2025."

LISTERS GROUP LTD



**YOUR
BRAND
HERE!**

SUPPLIER OPPORTUNITIES

Current onsite opportunities for food traders:

Submit details via this [link](#):

<https://www.streamlineleisure.co.uk/events/v/80-live-at-lincoln-castle-2025/>

This will direct businesses to the catering agent's website. Interested suppliers will need to register for an account, attach documentation (including pictures and a menu) and once registration is complete express an interest in supplying events (both Lincoln Castle and other venues if wanted)

For all other opportunities - including crew, equipment, waste management, security etc - please submit details via this [link](#):

<https://form.jotform.com/242113301351336>



VISITOR SPEND

Extended stays and dwell time

Our research shows that many concert-goers extended their visit to the area for the 2024 season, staying over the weekend, which not only benefited hotels but also increased spending in local eateries and shops. Reports indicated a vibrant atmosphere in the Uphill area, with both hospitality and retail sectors enjoying a busy weekend. Lincoln BIG footfall data for concert days shows significant increases both Uphill and the wider city.

VisitBritain data shows that trips that included an arts, cultural or entertainment experience have the largest average spend per trip of all activities they monitor - and that concerts, festivals, and other live events are an important addition to the economy of a place.

Could your business create product, packages or events to attract concert-goers?



Pre concert drinks packages, such as this great example from The Pessimist Gin & Wine Bar in Lincoln. *Enjoy a pre gig party, a Human League play list with platter for 2 and a bottle of house wine. Book a table between 2pm - 6pm.*

Other ideas include incentivised return stays by accommodation providers post concert season to enjoy the area at a later date, themed drinks and cocktail names, or in room welcome packs tailored to attendees or the artist and marketed as upgrades. Perhaps a Concert Special - mention Live at Lincoln Castle upon booking **directly** with us for your chance to win a complimentary room upgrade.

Ticket holders might also need early dinner sittings, late check outs, or transport and transfers included to venues if staying out of the city. Tailor your product offer and target your marketing to concert-goers.

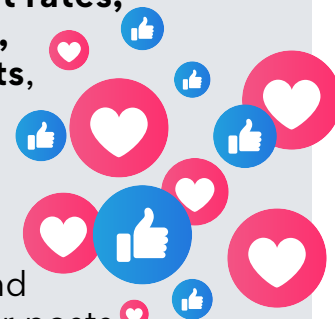
DESTINATION AWARENESS

Last year's concerts attracted a great deal of media coverage - from local publications, TV and radio, through to national coverage on BBC Sounds and MSN. All of this contributes to awareness of Lincolnshire and Lincoln as a vibrant and exciting visitor destination - and a place to return to and recommend to friends and family.

So what does this mean for your business and how could you harness these opportunities? A straight forward and accessible way to create benefit is to **join the conversation on social media**. These are an audience active online, used to booking online, looking for inspiration to add value to their stay, and insider tips on creating a top notch experience around their ticket purchase

2024 Social media posts saw **high engagement rates, with significant likes, shares, and comments**, indicating strong community interaction and interest.

Remember to **TAG** and **NAME CHECK** in your posts.





DESTINATION KEY CONTACTS

Lincolnshire County Council:

Lincoln Castle

www.lincolncastle.com

@Lincolncastle

Email: lincoln_castle@lincolnshire.gov.uk

Visit Lincolnshire

www.visitlincolnshire.com

@Visitlincolnshire

Email: visitlincs@lincolnshire.gov.uk

Business Lincolnshire - to request 1:2:1 advice and guidance from our retail, leisure & hospitality adviser.

Email: businesslincolnshire@lincolnshire.gov.uk

Destination Lincolnshire:

Visit Lincoln

www.visitlincoln.com

www.visitlincoln.com/contact-us

@Visitlincoln

Lincoln Business Improvement Group:

Lincoln BIG

www.lincolnbig.co.uk

@LincolnBIG / @Lincoln.big

Email: info@lincolnbig.co.uk



Our valued partners in the city may have further opportunities too.