



Sponsorship Opportunities 2026



Put **YOUR** business
at the heart of
Northwich's unique,
nationally recognised
event...



PREPARE TO GET YOUR

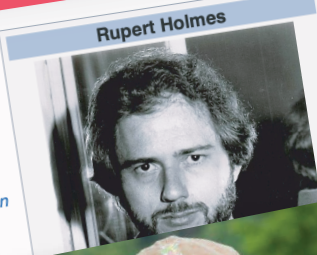
Salsa On

Contact Lynn or Jon today:

lynn.riley@groundwork.org.uk / 07592 774163
or Jon.Houghton@groundwork.org.uk / 07580 878029

Rupert Holmes (born **David Goldstein**; February 24, 1947) is a British-born American composer, singer-songwriter, dramatist and author. He is widely known for the hit singles "**Escape (The Piña Colada Song)**" (1979) and "**Him**" (1980). He is also known for his musicals *The Mystery of Edwin Drood*, which earned him two **Tony Awards**, and *Curtains*, his AMC television series *Remember WENN*, and his novel *Your Employer: The McMasters* *Homicide*.

Rupert Holmes



Life and career [edit]

Holmes was born David Goldstein in Northwich, Cheshire, England. His father, Leonard Eliot Goldstein, was a U.S. Army warrant officer and bandleader. His mother, Gwendolen Mary (née Pender), was a pianist and both were musical.

Holmes is a dual British and American citizen. His family moved when Holmes was 10 to the northern New York City suburb of Nanuet, New York, where Holmes attended nearby Nyack High School and then the Manhattan School of Music.

Holmes (majoring in clarinet). Holmes's brother, Richard, a principal lyric baritone with the New York Gilbert and Sullivan Players, has sung roles with regional opera companies, such as Glimmerglass, Lake George and Virginia Opera, and has appeared with the Metropolitan Opera.^{[2][3]}

Photo from The Northwich Guardian

spouse Liza Dreifuss (m. 1969)

Website rupertholmes.com



over 20,000 visitors!

record breaking footfall!

reported 600% sales increases!



What's the story?

What began as a light-hearted discovery quickly became one of the most distinctive festivals in the UK.

When it emerged that Rupert Holmes, writer of the iconic Pina Colada Song, was originally from Northwich, social media lit up with a simple question: **why doesn't the town have a Pina Colada Day?** The answer was immediate and overwhelming. Hundreds of comments, shares, and messages of support followed, rallying around an idea that no other town can truly claim as its own. With backing from the Northwich Business Improvement District, a uniquely Northwich celebration was born.

Today, Pina Colada Day is a free-to-attend, family-friendly festival that draws over 20,000 visitors into the town centre for a joyful, slightly off-beat day of live music, street theatre, animation, and inclusive activities for all ages. In 2025, the event delivered record-breaking footfall and economic impact, with town-centre hospitality venues serving everything with a pineapple twist – from classic Pina Coladas to mocktail and alcohol-free creations and great food. The results spoke volumes: some businesses reported sales increases of more than 600 percent compared to a typical summer Saturday. It is a feel-good festival with real commercial punch, offering sponsors the rare opportunity to align with a large-scale, positive, and genuinely quirky event that people remember, talk about, and come back for.

Get in touch to find out how your business can get benefit from this unique promotional opportunity.

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What's on offer?

Join the party at Cheshire's best loved, family friendly event and put your brand in front of thousands of engaged visitors.



HEADLINE SPONSOR (1 ONLY - £POA)

Logo inclusion on all print and online (to include posters, flyers, leaflets, photo backdrop) as well as digital logo presence on the main stage LED wall.

Online dedicated page on Pina Colada Festival Microsite (including links to businesses).

1 x Dedicated press release and opportunities to provide spokesperson during media activity.

2 x Dedicated social media posts.

Onsite presence at the festival in main stage location.

Product placement (if relevant) in photography and on the day.



MAIN SPONSORS (2 AVAILABLE - £2,000)

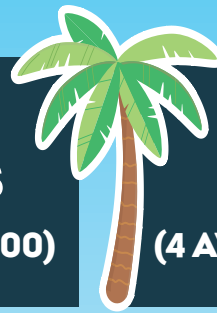
Logo inclusion on print and online as well as digital logo presence on the main stage LED screen.

Online dedicated listing on Pina Colada Festival Microsite (including links to the business).

Listed within 'Notes to editors' on press releases.

1 x Dedicated social media post.

Onsite presence at the festival - location to be agreed.



PARTNER SPONSOR (4 AVAILABLE - £1,000)

Logo inclusion online.

Online dedicated listing on Pina Colada Festival Microsite.

Listed within 'Notes to editors' on press releases.

Onsite presence at the festival - location to be agreed.

Please get in touch with any questions you may have.

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