

## Firestone's 2016 Battle of the Bands – and the Winner is...

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Author: Kim Henson

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Hailing from Stockport, 'No Sunlight' give their all in Firestone's 'Battle of the Bands' competition.

Battle of the Bands Success is Music to Firestone's Ears.

Kim Henson reports...

Firestone is reflecting on a supremely successful Battle of the Bands UK talent competition,



which concluded in style at the Barclaycard Arena in Birmingham, after generating more than 400 entries.

Firestone launched its search for the most talented unsigned act through its social networking channels, to coincide with its sponsorship of the famous Birmingham venue and partnership with Professional Music Technology stores across the United Kingdom.

Battle of the Bands was won by Stockport post-punk five-piece 'No Sunlight', who prevailed from three other talented shortlisted bands. A panel of judges featuring Firestone Brand Manager Stuart Attfield, Professional Music Technology crew member James Roberts and Gareth Lloyd, Head of Sponsorship from the Barclaycard Arena, had the impossible task of choosing the winning group.

Last year, more than 200 unsigned acts showcased their talents through SoundCloud and YouTube entries, with that figure being doubled this year, as the competition goes from strength-to-strength.

The partnership between Firestone and the Barclaycard Arena features a Firestone Stage on the venue concourse, giving the unsigned shortlisted acts the chance to present their music to engaged gig-goers prior to the main arena gig.

Having initially signed a sponsorship deal in August 2015, the Barclaycard Arena has already helped Firestone to generate significant brand awareness across their social channels and within the arena's Show Lounge, an exclusive Amplify hospitality seating area, complete with branded seating.

Stuart Attfield, brand manager at Firestone, said: "Battle of the Bands has been a fantastic campaign, with entrants doubling this year and a huge sense of momentum being generated.

"This competition, our sponsorship of the Barclaycard Arena and overall music sales promotions have helped to position us as forward-thinking, creative and innovative.



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“We’ve adopted an energetic, vibrant approach to our sponsorships in 2016 with Battle of the Bands epitomising this. We think it has proved fruitful, with our credibility in music increasing as a result and our brand recognition growing massively with a previously untapped audience.”

To find out more about Firestone’s Music Tour, visit

<http://www.musictour.firestone.eu/europe>