



Carnival Sponsorship

Fundraising:

Fleet and District Carnival is organised by local volunteers and the funds that are raised go towards the running of the Carnival. As the Carnival is non-profit making, any donations made via our procession buckets are donated to our chosen charity. In 2016 we were proud to donate over £2000 and we hope to beat that in 2017.

Procession:

The 2016 Rio themed procession was the biggest in over 2 decades for Fleet and District Carnival with over 40 procession entries. Open to both motorised and walking entries, we are looking to make the 2017 procession even bigger and with an 'Under the sea' theme we are looking for entries that can bring the spirit of carnival to the streets of Fleet.

Why enter the procession?

First and most importantly, people enter the procession to have fun! As the key event within the carnival weekend, procession is a great way for local people to be a part of the carnival spirit. From schools, clubs to local businesses, the procession gives you the opportunity to reach out to everyone who has visited the carnival over a 1 mile stretch. Whether you hand out flyers in a walking procession entry or brand your motorised procession float, the sky is the limit on how you use the procession to promote your business.

Carnival – It's not just about procession...

Fleet & District Carnival is one of the few carnivals held over an entire weekend. Why is this? Carnival weekend caters for all with FREE entry to Calthorpe Park, giving you access to a wide variety of attractions and events. With live music, food and a series of events showcasing local talents that everyone can take part in - there is something for everyone.

www.fleetcarnival.org

email: contact@fleetcarnival.org

tweet: [@fleet_carnival](https://twitter.com/fleet_carnival)

fb: facebook.com/fleet.carnival

Registered under Charities Act 264443



Why Sponsor Carnival?

Fleet & District Carnival is managed by a volunteer committee made up of local business owners and event professionals with families and ties to Fleet. Their skillset will ensure that your sponsorship is used to put on a weekend of events which appeal to everyone and brings the local community together. Contrary to public belief, Carnival is NOT funded or organised by Fleet Town Council.

For this reason, we are reaching out to companies to find sponsors for various elements of the Carnival. Whether that be a page in the programme, to sponsorship of an event, there is something to suit all businesses and all budgets. By sponsoring the carnival we will provide you with opportunities to promote your business/service/products and position you alongside a charity fundraising event that has been established for decades.

With a reach of over 32,000 people in Fleet and 100,000 in Hart district, Carnival has a thriving and active network of supporters who you can reach out to. Our website attracted over xxx hits during carnival weekend, and we have a Facebook community of more than xxx and over xxx followers on Twitter. If you are looking for a way to reach out to this base, carnival sponsorship can help you!

We are looking for companies sponsor carnival and a variety of supporting events and items in the run up to carnival weekend. We can devise a sponsorship plan to help you to achieve specific goals, such as increasing your profile or exposure in the community, launch a new product or venue.

If the main sponsorship packages are not for you then maybe you would like to sponsor something else, for example,

- Sponsored Water
- Marshall T-Shirts / High Visibility Jackets
- Procession awards sponsorship
- Main Stage Sponsorship

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- Sponsor a prize for the raffle

The benefits of sponsorship

- Align your business with a Fleet event that reinforces your own brand values and diversifies your marketing plan
- Support the Fleet community, encourage tourism growth and economic development
- Enhance your corporate image and credibility as a committed supporter of the Fleet community
- Raise awareness of your business's products and services in a cost effective manner to increase store traffic, generate leads and ultimately increase sales

Sponsorship packages:

Different levels of sponsorship are available for each event, so you can choose the package and event that best suits your business.

- If your marketing objective is to gain significant brand exposure, achieve brand linkage with a large community event and increase sales opportunities in a non-retail environment then a Platinum sponsorship is most suitable to you
- For brand exposure and to demonstrate your support of the local community consider a Gold package

The benefits of each sponsorship package are outlined on the following pages and can be varied to suit your requirements.

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Fleet and District Carnival 2017	Headline Sponsor £5000*	Gold Sponsor (Dedicated Event) £500	Silver Sponsor (Co-Sponsor of Event) £200	Bronze Sponsor (Entry level) £100
Use of 'Proud sponsor of Fleet & District Carnival' logo in your print / digital activities	✓	✓	✓	✓
Name and logo inclusion on Fleet & District Carnival Website	✓	✓	✓	✓
Name and logo inclusion on Fleet & District Carnival Posters	✓	✓	✓	✓
Name and logo inclusion on Fleet & District Carnival Flyers	✓	✓	✓	✓
Advert in Fleet & District Carnival Programme	FREE DPS Advert	FREE 1 Page Advert	FREE Half Page Advert	FREE Quarter Page Advert
Press release stating companies support	✓	✓		
Special announcements via PA system during the carnival weekend	✓	✓	✓	✓
Free dedicated stall at the event *Stall position to be discussed	✓			
Promotion of your company within all social media activity during Carnival	✓	✓	✓	✓

Terms & Conditions

- Fleet & District Carnival reserves the right to acknowledge the contribution of any organisation that may assist with operational, entertainment or marketing costs.
- All corporate sponsorship packages are issued on a 1-year or a 3-year basis.
- All sponsorship money received will be used to directly support the Fleet & District Carnival community events.
- A sponsorship agreement will only be entered into with organisations whose image supports the values and strategic objectives of Fleet & District Carnival.
- Fleet & District Carnival reserves the right to cancel any of the events included in this sponsorship proposal. Under such circumstances all sponsorship agreements will be rendered void and any sponsorship money received will be refunded.
- Fleet & District Carnival reserves the right to alter the sponsorship benefits contained in this sponsorship proposal. Under such circumstances all confirmed sponsors will be advised in writing.
- If a Platinum or Gold sponsor elects to take a promotional site at the event, all materials for the sponsor site are to be provided by the sponsor – only the site space will be provided by Fleet & District Carnival

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- If a Platinum or Gold sponsor elects to take a promotional site at the event, the sponsor will, in addition to the terms & conditions of sponsorship, be bound by the terms & conditions applied to event market stallholders. A copy of these terms & conditions will be provided by the Events Officer.
- Fleet & District Carnival takes no responsibility for the erection and dismantling of sponsor promotional sites or the distribution of any promotional items at any Fleet & District Carnival event.
- The sponsor shall not erect any sign, stand, wall or obstruction, which in the opinion of Fleet & District Carnival event organisers, interferes with an adjoining sponsor site or other event activity. If in doubt, the sponsor should check with event organisers prior to the commencement of the event.
- The sponsor will not in any way damage any of the walls, floors or ceilings of internal or external venues that form part of the event.
- Fleet & District Carnival will request sponsor signage to be delivered to the Fleet & District Carnival administration offices at least one week prior to the event. Any signage not received by this time will not be displayed at the event.
- Fleet & District Carnival will request sponsor signage to be collected from Fleet & District Carnival administration offices within one week after the event. Any signage not collected within this timeframe cannot be stored and will therefore be destroyed.
- Fleet & District Carnival will not be held responsible for the loss or damage of any sponsor signage or promotional site materials at the event.
- Full payment of sponsorship money must be received by Fleet & District Carnival no later than 30 days from the date of the tax invoice for the total amount of sponsorship. Should full payment of the sponsorship amount not be received by this date, the sponsorship agreement will be considered null and void by Fleet & District Carnival.