



Swanage

CARNIVAL
WEEK 2021

31st July - 7th August



Find us
on Facebook

Or visit us at www.swanagecarnival.com for more info

Event Introduction

Swanage Carnival is recognised as one of the UK's largest charitable events, bringing an estimated quarter of a million visitors through Dorset to the beautiful Isle of Purbeck.

The roots of Swanage Carnival date back more than 200 years and we have been running in our current volunteer led form for over 80 years.

Our aim is to raise funds for local charities and good causes. We do this by providing 8 days of fun filled entertainment for residents and visitors of all ages on our seafront showground and at various locations across the town.

With more than 100 different events there is something for everyone, including air displays, live music, sporting events, games, competitions, three magnificent firework displays and not forgetting one of the longest Carnival processions

Carnival is huge, and so are the bills! Our event is self-funded and costs more than £200,000 to put on. Our team of volunteers take on the mammoth task of organising the event, but each year we must raise vital funds beforehand to ensure we can continue for another year. We would be very grateful if you can help us raise these funds.



Why should you be involved?



The large volume of attendees to our events provides the perfect opportunity to promote and advertise your business through sponsorship.

We can help you to:

- **Raise awareness:**
Your brand will gain visibility through multiple media channels including print, web and social media.
- **Enhance your brand:**
Working with a well-established and respected organisation to boost your business.
- **Deliver Cost Effective Advertising:**
Your sponsorship enables you to gain exposure to a wide audience both locally and further afield.

Sponsorship

By sponsoring Swanage Carnival, you are helping to ensure our event goes ahead and that we are able to help us to raise thousands of pounds for our chosen charities and good causes.

There are packages for every budget offering unprecedented opportunities to promote your business to a wide market.

We are also happy to work with you to tailor a sponsorship package to your requirements.

www.swanagecarnival.com/sponsorship



Sponsorship Packages

Benefits	Bronze £100+	Silver £250+	Gold £500+	Platinum £1000+
Your company Name / Logo displayed within the Carnival programme	✓ Name	✓ Name	✓ Logo	✓ Logo
Your company Name/ Logo displayed on the Carnival Website	✓ Name	✓ Name	✓ Logo	✓ Logo
Event sponsor	✓ Name	✓ Name	✓ Logo	✓ Logo
Dedicated social media 'Thank You' posts.		✓	✓	✓
Your Name / Logo on the home page of the Carnival website.			✓	✓
Opportunity for your company banner (supplied by you) advertising at our showground and other prime locations.			✓	✓
Inclusion in promotional advertising				✓
Headline Event Sponsor				✓

Supported 2019 local charities & good causes



2185 (Swanage) DF Air Training Corps

aboutFACE

Amelia's Rainbow

Corfe Castle Football Club

Corfe Castle Pre-School

Cygnets Pre School

Dorset and Somerset Air Ambulance

Forest Holme Hospice

Herston Village Hall

Link Visiting Swanage

Portland Ward Poole NHS

Southern Spinal Injuries Trust

South Western Ambulance

St Mary's Pre School

Swanage and Wareham Hockey club

Swanage Area Dementia Friendly Community

Swanage Blind Club

Swanage Defibrillator Partnership

Swanage Disabled Club

Swanage Primary School

Swanage Rowing Club

Swanage Stroke Club

Swanage Tennis Club

Swanage Town & Herston Football Club

Swanage Youth Cricket

Tracey House Youth Cancer Trust

We can help you to make an impact

- Over 250,000 visitors attending.
- Over 80,000 social media interactions during Carnival week.
- Over 5000 followers on social media.
- Over 3000 programme sales each year.
- Over 3500 visitors to our website during carnival week.



Thank you for taking the time to read through our sponsorship brochure. I hope are inspired to work with Swanage Carnival in 2021.

Maria Foot, Chairperson, Swanage Carnival.
chair@swanagecarnival.com

Contact

For all other information and up-to-date news please visit our website, where you will find details.

www.swanagecarnival.com

Stay Connected

