



SWANAGE CARNIVAL 2022 SPONSORSHIP

July 30th – August 6th

www.swanagecarnival.com

Swanage Carnival 2022: Sponsorship

Swanage Carnival has been recognised as one of the UK's largest charitable events, attracting an estimated 250,000 visitors each year. The Carnival takes place in the heart of Swanage on the beautiful Isle of Purbeck, situated on the Jurassic Coast – England's first natural UNESCO World Heritage Site. The roots of Swanage Carnival date back more than 200 years with the event being organised solely by volunteers for over 80 years.

Our mission 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. With more than 100 different events throughout the week, Swanage Carnival offers a huge variety of activities, including air displays, live music, sporting events, games, competitions, firework displays and not forgetting the highly anticipated Carnival procession.

As you can imagine, providing this array of entertainment does come at a considerable cost. We rely on sponsorship from local businesses and individuals, like yourself, to raise the vital funds that allow us to continue this amazing event.

This leaflet provides information on both the sponsorship packages and benefits available. Our dedicated team of volunteers work closely with local business owners to put together tailored packages to meet individual needs and would be more than happy to discuss any requirements you might have.

I do hope you will consider the opportunity to work with us supporting this much loved event.

To become a sponsor or discuss tailored packages please contact me with the provided contact details.

Kevin Langdon

secretary@swanagecarnival.com

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Why Should You Sponsor Swanage Carnival?

By sponsoring Swanage Carnival, you are indirectly contributing towards the success of the fundraising event which aids so many local charities, in addition to supporting the local businesses which keep our beloved town thriving. Our sponsorship packages provide the perfect opportunity to promote and advertise your business, allowing you to:

- ✓ **Raise brand awareness:**
Your brand will feature on our media channels including print, web and social media.

 - ✓ **Enhance your reputation:**
Demonstrating your business' values by indirectly contributing to the chosen charities and good causes, as well as supporting local trade

 - ✓ **Deliver Cost Effective Advertising:**
Your sponsorship enables you to gain exposure to a wide audience both locally and further afield
- ✓ *Over 250,000 visitors attending.*
 - ✓ *Over 80,000 social media interactions during Carnival week*
 - ✓ *Over 6000 followers on social media.*
 - ✓ *Over 3500 visitors to our website during carnival week*
 - ✓ *Over 3000 programme sales each year*



Sponsorship Packages

Benefits	Bronze £100+	Silver £500+	Gold £1000+	Platinum £5000+
Your company Name / Logo displayed within the Carnival programme	✓	✓	✓	✓
Your company Name/ Logo displayed on the Carnival Website	✓	✓	✓	✓
Event Sponsor	✓	✓	✓	✓
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				✓



Thank you for taking the time to read through our sponsorship brochure. We have our hearts set on delivering a show-stopping event for 2022, bringing the community spirit and be-loved atmosphere back to Swanage. I hope that you will join us in achieving this aim.

Maria Foot: Chair Swanage Carnival.

For any other information and up-to-date news please visit our website:

www.swanagecarnival.com

