



Sponsorship

The South Coast's premier carnival event
for the whole family to enjoy

Saturday 27th July to Saturday 3rd August 2024

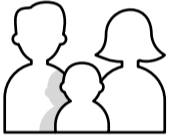


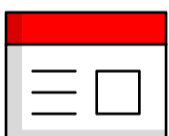
Swanage Carnival has been recognised as one of the UK's largest fundraising events, attracting an estimated 250,000 visitors each year.

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.



Why you should advertise with us

 <p>Over 250,000 visitors each year</p>	 <p>Over 220,000 social media interactions during carnival week</p>
 <p>Over 9,000 followers on social media</p>	 <p>Over 3,500 visitors to our website during carnival week</p>

Sponsorship packages

	Bronze £500+	Silver £1000+	Gold £2000+	Platinum £5000+
Company name and logo on our website	✓	✓	✓	✓
Event sponsorship	✓	✓	✓	✓
On site advertising at selected locations linked to your sponsored event		✓	✓	✓
Advertising through our social media channels during Carnival week		✓	✓	✓
On site advertising in prime locations			✓	✓
Advertising through our social media channels before and during Carnival week			✓	✓
Headline Sponsor				✓
Half page advert in programme				✓

Other event sponsorship options start from £50



Visit our website for more information www.swanagecarnival.com/sponsorship



Programme advertising

Advertising rates and specifications for our official Carnival Programme



Eighth

Early bird price

£175

Standard price

£200

Width 86.5mm
Height 61mm



Quarter

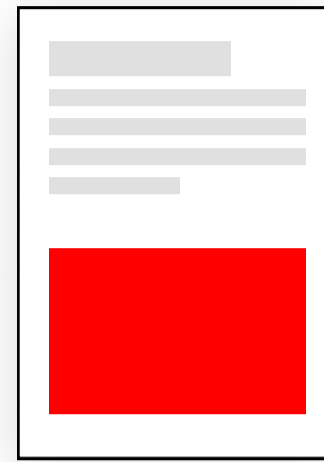
Early bird price

£275

Standard price

£325

Width 86.5mm
Height 129mm



Half page

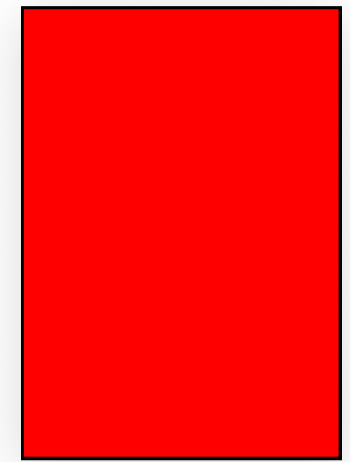
Early bird price

£475

Standard price

£525

Width 180.5mm
Height 129mm



Full page

Early bird price

£900

Standard price

£950

Width 213mm
Height 303mm

Why you should advertise in our programme



Over

3,500

programme sales each year

For more information on advertising specifications, sizes and formats required, please visit www.swanagecarnival.com/ads

If you are not able to provide us with an ad, we can put you in touch with a designer to create a new ad for you.



2023 Programme



Visit our website for more information www.swanagecarnival.com/sponsorship