



# Sponsorship

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





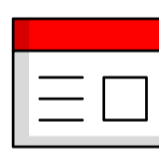
Saturday 25th July to Saturday 1st August 2026

**Swanage Carnival isn't just a week of celebration, it's a vital event that brings our community together and fuels the local economy.**

Each summer, over 250,000 visitors flock to Swanage, filling our shops, restaurants, accommodation, and attractions. Organised entirely by volunteers, the Carnival creates eight days of unforgettable entertainment while raising thousands of pounds for local charities, organisations, and good causes. By sponsoring Swanage Carnival, you're not only supporting a cherished community tradition, you're investing in the continued prosperity of Swanage, helping to ensure our town thrives both socially and economically for generations to come.



## Why you should sponsor with us

 <p>Over <b>250,000</b> visitors each year</p>	 <p>Over <b>1.2 million</b> social media interactions during carnival month</p>	
 <p>Over <b>12,000</b> followers on social media</p>	 <p>Over <b>8,000</b> app subscribers</p>	 <p>Over <b>85,000</b> visitors to our website</p>

## Sponsorship packages

	<b>Bronze</b> £500+	<b>Silver</b> £1000+	<b>Gold</b> £2000+	<b>Platinum</b> £5000+
Company name and logo on our website	✓	✓	✓	✓
On site advertising at selected locations linked to your sponsored event		✓	✓	✓
Advertising through our social media channels before Carnival week		✓	✓	✓
On site advertising in prime locations			✓	✓
Advertising through our social media channels during and before 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](http://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

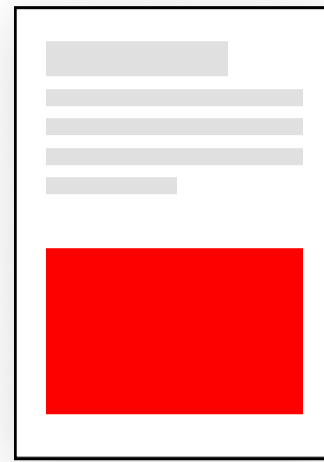
Early bird price

**£275**

Standard price

**£325**

Width 86.5mm  
Height 129mm



### Half page

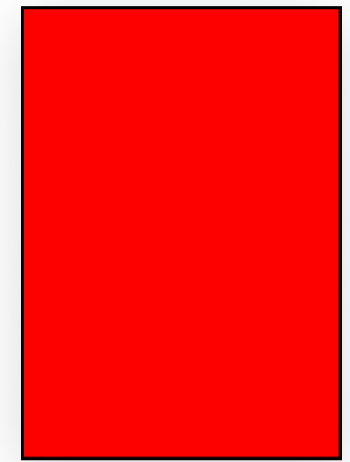
Early bird price

**£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

**3,000**

programme sales each year

For more information on advertising specifications, sizes and formats required, please visit [www.swanagecarnival.com/ads](http://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.



Programmes from the last 4 years



Visit our website for more information [www.swanagecarnival.com/sponsorship](http://www.swanagecarnival.com/sponsorship)