

Taunton & District Carnival Committee



Taunton and District Carnival Committee Ltd - A Company limited by Guarantee
Registered in England No. 2923638
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Carnival Sponsorship 2025

We are contacting you on behalf of the Taunton Carnival Committee, to share the wonderful business promotional opportunities that we have put together so that businesses who align their brand with Taunton Carnival through sponsorship can maximise the opportunities to increase their exposure. Returning again this year we have an exciting range of value for money sponsorship packages, perfect ways for businesses in the local area to easily get involved in carnival.

To ensure that sponsors are able to gain the maximum impact possible, there are only a limited number of opportunities available, and we would love to welcome you on board as one of our sponsors for 2025. Bearing in mind the diversity of the local business community, we have something for businesses of all sizes and sectors.

Taunton Carnival has been entertaining the community for generations, but in modern times was restarted in 1966, and since then has been illuminating the streets of Taunton, and has raised hundreds of thousands of pounds for local charities and organisations and attracting thousands of people to the town for the annual procession, now hosted at 7pm on the 3rd Saturday in October. Taunton Carnival 2024 cost over £10,000 to put on, and this figure does not include the funds needed to build floats, and walking entries. Everyone involved are volunteers, who come together to put on a remarkable event.

How can you help? We have silver and bronze competitive class sponsorships available. We welcome many fantastic entries to Taunton Carnival, across mounted and walking classes, depending on the size and appearance of the entry and the age and number of participants. Funds from your sponsorship will enable us to support clubs and individual entrants to ensure they can keep building and returning to Taunton carnival every year.

We also have just one 'Gold Sponsorship' available, which is a huge opportunity for a business to stand out. We believe that the coverage that we can give this business will be hugely beneficial.

We will again be publishing a Carnival programme this year. To maximise the audience the editorial and adverts reach we give 500 copies away free to the public on Carnival night. Some sponsorship options include programme advertising but we also have space to accommodate other adverts.

Below, we have given full details of our sponsorship packages and programme adverts available and their value to you as a business, including purchase costs and what each one delivers your company in return. In addition to this, this year we are looking for businesses to become partners with us - rather than supporting us financially, is your business in a position to offer your services to support us? We can offer a substantial package to your business if this is the case.

We firmly believe that what Taunton Carnival can offer you in coverage and brand alignment, makes supporting us a significant opportunity for you, as well as Taunton Carnival as an organisation, and the wide variety of community based entrants taking part. Thank you for considering our sponsorship opportunities, if you would like to get involved or find out more please email info@tauntoncarnival.co.uk

	Sponsorship Packages		
	Gold (1 Available)	Silver	Bronze
Pricing	£500	£300	£100
Logo on all advertising material for Taunton Carnival, including leaflets produced for the event and social media	✓	✗	✗
Feature on all Facebook posts relating to carnival 2025 (110.7k reach in October 2024 total)	✓	✗	✗
Logo displayed on our promotional vehicle in the Procession. All sponsors' logos will be displayed on this vehicle which will be close to the front of the Procession.	✓	✓	✗
Logo on 'You Might Like' Section of the website - TauntonCarnival.co.uk	✓	✓	✗
Post on Facebook prior to carnival with special thanks (we have 2.7k followers and have reached 110.7k people with our posts in October 2024)	✓	✓	✗
Named as sponsors of carnival when results are posted to Social Media. This is a post which traditionally attracts many visitors to our page after carnival	✓	✓	✓
Advert in the Carnival Programme - distributed to 500 people on carnival night	Full Page	Half Page	Half Page
Logo on certificates for 1st, 2nd and 3rd placings in each class	✗	✓	✓
Special mention in the programme in the entry list area. Arguably the 'highlight of the programme' where members of the public can see which entries are coming up!	✗	✓	✓
Choose a class to sponsor from	N/A	Feature Comic Youth Open	Adult Single Walker Juvenile Single Walker Walking Pair Walking Groups Walking non-motorised

	Adverts available		
	Full Page	Half Page	Advert Strip
Pricing	£70	£50	£30
Sizing	130mm x 195mm	130mm x 95mm	1300mm x 45mm
Advert Orientation	Portrait	Landscape	Landscape
Colour	Full Colour	Full Colour	Full Colour