

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 2026

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 2026. 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 7:30pm on the 3rd Saturday in October. Taunton Carnival 2025 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 bronze and silver sponsorship packages available, which relate to the sponsorship of a class. We are fortunate enough to welcome many fantastic entries to Taunton Carnival which are divided into specific categories (classes), depending on what the entry is, what it looks like, and the age and number of entrants etc. Funds from your sponsorship will enable us to support clubs and entrants financially and make sure they can keep rebuilding and coming back to Taunton Carnival every year!

Furthermore, the Carnival Programme will return in 2026, and in a similar fashion as last year, the programme will be distributed to members of the public for free! This means that we can maximise the audience that adverts in the programme reach. Some of the sponsorship packages include adverts for the programme, however we also have adverts on their own to sell. 500 programmes are printed and distributed to the public on carnival night!

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	£750	£300	£100
Logo on all advertising material for Taunton Carnival, including leaflets made for the event and social media	✓	✗	✗
Feature on all Facebook posts relating to carnival 2026 (143.4k reach in October 2025 total)	✓	✗	✗
Logo on the Banner on Carnival night. Along with other sponsors. The banner will be shown in the procession on both sides of the road for the whole crowd to see.	✓	✓	✗
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 143.4k people with our posts in October 2025)	✓	✓	✗
Named as sponsors of carnival when results are posted to Facebook. 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 selected class. Up to 3 certificates for each class.	✗	✓	✓
Special mention in the programme in the entry list area. Arguably the 'highlight of the programme' where attendees 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

Advert Packages

Type	Dimensions	Colour?	Price
Full Page	130mm x 195mm Portrait	Full Colour	£70.00
Half Page	130mm x 95mm Landscape	Full Colour	£50.00
Banner Strip	130mm x 45mm Landscape	Full Colour	£30.00

