



www.oundlecarnival.co.uk

Marketing Opportunities for Commercial Organisations



Saturday 20th June 2009

- Midday - Carnival Parade through the centre of Oundle
- Afternoon - Events Arena, Entertainment, Stalls at the Rugby Club
- Evening - Music, Dancing & Fireworks at the Rugby Club

Aims

Oundle has not held a carnival for 30 years. It is proposed that from 2009 The Oundle Carnival becomes an annual event in the town. The main aim is to create a showpiece event that is inclusive to all and provides Oundle with the opportunity to have fun and enjoyment whilst promoting the town. Funds raised on the day will be split between the region's Air Ambulance Charity and the Help for Heroes charity.

Organised by

The Oundle Carnival Committee has been formed by The Oundle & District Association of Trade & Commerce and contains representatives from local: Schools, Churches, Clubs, Youth Groups and Businesses. The committee chaired by Philip Amps, started meeting in 2007 and now the planning for the event is at an advanced stage. The event has the full backing of many local and regional groups including the Welland Partnership and the local councils.

Sponsorship Opportunities

It is hoped that businesses located in or serving the Oundle area will wish to benefit from supporting the event and take advantage of the promotion opportunities available. There will be extensive media coverage of the carnival before and after the day and it is anticipated that up to 5,000 local residents will attend the carnival parade or one of the other carnival events. Overleaf you will find a list of suggested sponsorship packages. If you have ideas in addition to these for your business then please feel free to put these forward.

Taking Part in the Parade

As well as inviting local schools, clubs and groups to take part in the parade, we would like to see local businesses taking part too. There is a nominal charge for business entries and there will be a special award for the best business entry in the Carnival Parade. You may obtain a Parade Entry Application Form by visiting the website www.oundlecarnival.co.uk or by contacting Philip Amps on 01832 273502.

Taking a Stall / Stand

From 2pm to 5.00pm at the Rugby Club, an Events Arena will host a variety of displays, competitions and entertainment. It is planned that surrounding the Events Arena there will be pitches for stalls and stands available for hire to local traders and businesses for a fee of £30. This is the commercial rate, non-profit making organisations will also be taking stands at a concessionary rate. To express an interest in hiring a pitch, please email carnival@oundlebusiness.co.uk. NB. Some Sponsorship Packages (see overleaf) include the hire of a 'table top' pitch (table provided).

General Business Support

One of the carnival's aims is to promote the town. We feel that supporting the carnival will foster local goodwill, highlight the town as a good place to visit and live in, as well as promoting the Oundle area as an attractive place to conduct business in. Your general support in helping to advertise the event by word of mouth, putting up posters, linking to our website etc will be vital.

Carnival Sponsorship Packages



GOLD

Sponsor – £ 500

We have three opportunities to become a Gold Sponsor:-

- 1) Events Arena Sponsor – We will display your Banners & Posters on and around the events arena for the duration of the events planned for the afternoon period.
- 2) Beer Tent Sponsor – We will display your Banners & Posters on and around the Beer Tent on Carnival Day.
- 3) Stage Sponsor – We will display your Banners & Posters on the stage throughout the afternoon Battle of the Bands & The Evening Show.

+ You would receive all of the Silver & Bronze sponsorship benefits below with the addition of a full page ad in the carnival programme.



SILVER

Sponsors – £ 200

As a Silver Sponsor you will receive the following benefits:-

- 1) We will use your name or logo on the official publicity materials.
- 2) You will have an option of a quarter page advert in the carnival day programme.
- 3) Fee waived for entering a float into the parade or...
- 4) ...you may join the parade on, or accompanying the Oundle Association of Trade's Float.

+ You would receive all of the Bronze sponsorship benefits below.



BRONZE

Sponsors – £50

As a Bronze Sponsor you will receive the following benefits:-

- 1) We will list your name or logo within the carnival day programme.
- 2) We will include your name or Logo on the carnival website, with a link to your website.
- 3) Fee waived for the hire of a 'table pitch' / stall for the afternoon events period (worth £30).



Carnival Queen Sponsorship - £150 + beauty related contribution

A Beautician, Hairdresser or related business is sought to sponsor the Carnival Queen. As well as the sponsorship fee, the sponsor will be expected to provide assistance in their specialist area on the morning of the parade to prepare the Carnival Queen for the big occasion.

As Carnival Queen Sponsor you will receive the following benefits:-

- 1) Sponsors logo or name included on the Carnival Queen's Sash.
- 2) Sponsors name to be included in all press releases relating to the Carnival Queen.
- 3) We will use your name or logo on the official carnival publicity materials.
- 4) You will have an option of a half page advert in the carnival day programme.
- 5) We will include your name or Logo on the Carnival Queen Website Page, with a link to your website.

To get involved as a sponsor please fill out a Sponsors Form and send it to:

Philip Amps, Amps Fine Wines, 6 Market Place, Oundle, Peterborough, PE8 4BQ or by email to carnival@oundlebusiness.co.uk If you have any questions please call Philip on 01832 273502.