



WILL RETURN ON

★ SATURDAY 6TH JULY 2024 ★

www.worcester-carnival.co.uk

**CORPORATE AND SPONSORSHIP
OPPORTUNITIES FOR YOUR
BUSINESS**

WORCESTER CARNIVAL 2024

PARADE AND COMMERCIAL OPPORTUNITIES



Worcester Carnival returned to the Faithful City in July 2017 with an estimated 10,000 residents and visitors lining the streets to cheer the event along.



The 2024 Carnival 2024 will be our seventh event and promises to continue our trend of being bigger and better every year, comprising of the traditional Carnival Parade through the streets with community groups and local businesses entering floats along with selected businesses exhibiting at the central Event Village.



Worcester Carnival offers a large selection of opportunities to promote your business. No matter the business size, there are a multitude of promotional packages available.

The Carnival Village will offer sales and promotional opportunities for business to be at the heart of the event in areas such as the

'Market Place' 'Sports Zone' & 'Main Stage'.



All prices quoted are exempt of VAT due to the organisation not being VAT registered.



CARNIVAL VILLAGE - "THE MARKET PLACE"



Ideal for businesses that do not wish to partake in the parade but value the opportunity to display or sell their products and services to the general public.

The 'Market Place' will be at the heart of the Start/Finish area, being able to trade both before and after the Carnival procession.

Each trader will be allocated a sales area, similar to the Market Stalls which are used on Worcester High Street at events such as the French Market/Worcester Victorian Fayre etc.

An excellent quality unit that complies with all the health & safety requirements necessary for an open air event, all you need do is arrive with your stock, pop up banners etc. and start trading.

- Small artisan food/crafts/business (bringing own gazebo) - £100
- Small artisan food/crafts/business (inc. gazebo hire) - £125
- Catering trailer - £225
- Charity (bringing own gazebo) - Free
- Charity (inc. Gazebo Hire) - £45
- Larger unit - £POA



SPONSORSHIP PACKAGES



In order to give all businesses an opportunity to be at the heart of Carnival, Sponsorship packages have been graded to be inclusive.

From large corporate organisations through to sole traders we want all local businesses to be in a position to reach out to the local community and show what is great about their business and about our City.

The packages on offer will, as a minimum, give you the opportunity to appear in the Event Brochure and enter a Float at Carnival.



SPONSORSHIP PACKAGES



PLATINUM SPONSORSHIP

The opportunity to be at the heart of everything that is Carnival. Our main Sponsor's logo will appear on all publicity relating to Carnival.

Highlights will include your logo and message on the following:

Event volunteer clothing

Front of ALL promotional materials

Branding on Main Stage

Prominent placement of your branding on Start/Finish area

Branding at several locations along Parade route

Back cover, centre, or double page spread within the Event Programme booklet*

Your opportunity to enter your own company float in parade

Opportunity to have your 'Corporate Entertainment Area' within event village

Inclusion in ALL our social media coverage

Present the cup to the winning float

£P.O.A

Note: all banners and promotional materials to be supplied by sponsor

**brochure advertisement placement will be based on main sponsor sign up dates*



SPONSORSHIP PACKAGES



GOLD SPONSORSHIP

The opportunity to be at the heart of everything that is Carnival. As a Gold Sponsor your logo will appear prominently on the majority of our publicity materials.

Highlights to include:

Your logo/message on all of our promotional materials

Prominent placement of your branding close to Start/Finish area & along parade route and stage

Full-page advertisement within Event Programme booklet*

Inclusion in our social media coverage

Your opportunity to enter your own company float in parade

Stall in Carnival Village

£1000.00



SILVER SPONSORSHIP

Silver sponsors can expect:

Your logo/message on some of our promotional materials

Placement of your branding at four locations along the route of the parade

Half-page advertisement within Event Programme booklet*

Inclusion in our social media coverage

Your opportunity to enter your own company float in parade

Stall in Carnival Village

£500.00



Note: all banners and promotional materials to be supplied by Sponsor

**brochure advertisement placement will be based on sponsor sign up dates*

SPONSORSHIP PACKAGES



BRONZE SPONSORSHIP

Bronze sponsors can expect:

To appear in some of our promotional materials

Placement of your branding at two locations along the route of the parade

Quarter-page advertisement within Event Programme booklet*

Inclusion in some of our social media coverage

Your opportunity to enter your own company float in parade

£250.00

**brochure advertisement placement will be based on sponsor sign up dates*

Note: all banners and promotional materials to be supplied by Sponsor

CARNIVAL BROCHURE ADVERTISEMENT RATES

Full Page : **£100.00**

Half Page : **£75.00**

Quarter Page **£50.00** (text only advert)



★ WORCESTER CARNIVAL ★

CHARITY EVENT



PARADE ROUTE

3PM SATURDAY 6TH JULY 2024

BOOKING FORM



Company Name

Address

Postcode

Telephone

Email

Package

Authorised Signatory

Name

Date

Signed on behalf of
Worcester Carnival

www.worcester-carnival.co.uk

corporate@worcester-carnival.co.uk