



Sponsorship Information Pack 2020

www.skegnesscarnival.com

Support for the Skegness Carnival comes from a mixture of both national and local businesses. Without the sponsorship of these businesses the carnival simply would not be possible.

The cost to put on the Skegness Carnival Parade is in excess of £7,500 mainly made up of Traffic Management, Insurance, First Aid Cover and of course the much loved Marching bands.

Carnival Parade Float Entry

Businesses are welcomed and encouraged to take part in the carnival parade by entering a float. If you are one of our main sponsors then entering a float means you will be at the front of the parade, leading the way!

Entering a float is completely free of charge - but it does take a lot of time and money to put on the Carnival Parade, this is why we rely on sponsors and donations.



Sponsorship Opportunities

Main Carnival Sponsor

Sponsorship cost: £1500

Length: 12 Months

As the main sponsor of the Skegness Carnival your business will be the lead of the carnival procession. Also as part of the main sponsor for the carnival you will get:

Logo on advertising and marketing named main sponsor

Sponsor of all Carnival Week Events

Float will Lead the Carnival Parade if required

Free stand or space at Carnival Week if required

Logo added to the website named as Main Sponsor

Logo added to our Stall Trailers

Banners can be put up at events

Named as sponsor in all press releases

Dedicated social posts thanking you

Full page advert in Carnival Week Guide Brochure



Carnival Sponsor

Sponsorship cost: £500

Length: 12 Months

As a sponsor of the Skegness Carnival your business will get:

Logo on advertising and marketing

Sponsor of all Carnival Week Events

Float at the front of Carnival Parade if required

Free stand or space at Carnival Week if required

Logo added to the website named as Sponsor

Logo added to our Stall Trailers

Banners can be put up at events

Dedicated social posts thanking you

Thank you in Carnival Week Guide Brochure



Carnival Supporter

Sponsorship cost: £250

Length: 12 Months

As a supporter of the Skegness Carnival your business will get:

Logo added to the website named as Sponsor

Logo added to our Stall Trailers

Dedicated social posts thanking you

Thank you in Carnival Week Guide Brochure

There are 10 spaces available on our stalls trailer for sponsors adverts.



Other Sponsorship Opportunities

There are also a number of other opportunities to sponsor and support the Skegness Carnival.

<p>Certificate Sponsor Logo added to all carnival certificates. Certificates are given to all taking part in an event. This includes the Baby Show, Fancy Dress Competition and Pet Show. You will also get:</p> <ul style="list-style-type: none"> - Logo added to our website - Acknowledgement in Carnival Week Brochure 	<p>£250</p>
<p>Trophy Sponsorship Your name included on all trophies. Trophies are handed out to all the winners in the Baby Show, Pet Show, Dog Show and Fancy Dress Competition. You will also get:</p> <ul style="list-style-type: none"> - Logo added to our website - Acknowledgement in Carnival Week Brochure 	<p>£400</p>
<p>Carnival Royalty Sponsor Your logo/name will be added to the Royalty Sashes as the main sponsor of the Carnival King and Queen. The carnival royalty not only support all our events but also visit many other events throughout the year. You will also get:</p> <ul style="list-style-type: none"> - Logo added to our website - Name on royalty page as the Sponsor - Dedicated social posts thanking you - Acknowledgement in Carnival Week Brochure 	<p>£500</p>
<p>Christmas Market Main Sponsor Sponsorship of the Skegness Victorian Christmas Market would mean your logo and business would appear on all marketing and advertising for the event. You would also be invited to have a free stall at the market if it is of interest to you.</p>	<p>£1000</p>



Carnival Week Guide Advertising

If you are interested in advertising in the Skegness Carnival Week Guide Brochure, this is produced by Click Ink Design & Print. They deal with the whole production of the Guide on behalf of the Carnival. If you would like to advertise in this please contact James Howsam at Click Ink on 01754 871555, 07810 867267 or email hello@click-ink.co.uk

