



Sponsorship Package Information

Summer Events 2017

DISCOVER
BRENTWOOD

Contact details

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Event Details

Strawberry Fair

Saturday 17th June 2017, 12pm-6pm, Shenfield Common, Brentwood.

Strawberry Fair is a traditional British summer-time community fair that encourages local people to make the most of the great outdoors and enjoy what our community has to offer. The event is very popular, and every year residents look forward to taking their family to the Fair for a great, affordable, local day out.

The event consists of community, craft and gift stalls, and local food and drink galore, such as fresh breads, cakes, and usually a hog roast, and there will be popular bar selling Pimms and locally brewed beer. There is an array of local music and dance performed in our entertainment big top, and children can take a ride on our small fun fair rides, have a turn on the bouncy castle, or refine their skills in the many activities on offer. Our most popular area is of course, the Strawberries and Cream stall!

The event is free to enter, usually attracts around 5000 people and is a hit with all ages. Because the event has been successful for so many years it attracts a good amount of press coverage and is always over subscribed with traders wanting pitches.



Strawberry Fair 2016

Family Fun Days

Each year we deliver an affordable local family event, every Friday throughout the Summer holidays. Ensuring that local people have the opportunity to engage with their local community is important to us. We work with a range of community and partner organisations to bring some fantastic outdoor activities and entertainment for families, whilst raising awareness of local services and campaigns.

At our Fun Days, families are able to enjoy bouncy castles, mini shows, arts and crafts, competitions, come and try sports, small rides, face painting and other activities. Of course, there is always an ice cream van too! Many activities are free, with a small charge being made for the bouncy castles, rides and face painting.

We aim for our Fun Days to be accessible and so the 6 events tour around the Borough, with a different location most weeks. As our Fun Days are now well established, and extremely

affordable, they have become very popular, with up to 2000 people attending an event at a time. Most families bring a picnic and spend the day with us, enjoying the fantastic outdoor space we have in Brentwood.



The Bubble Man - Family Fun Days 2016

Marketing

The target audience for our events is visitors, consumers, families, residents and shoppers of Brentwood and surrounding towns and villages.

Leaflets and posters

Strawberry Fair

- 1000 event programmes to be distributed prior to and directly at the event.
- 100 posters to be displayed across the Borough.
- 1000 fliers distributed across the Borough.
- Large event banner displayed at the event location for the month preceding the event and in Brentwood High Street (permissions dependant).
- On-line posters and a variety of online event listings.
- On- line posters and fliers displayed through social media.

Family Fun Days

- 100 Family Fun Day schedule posters displayed across the Borough.
- Posters for individual Family Fun Days displayed at the location and surrounding area at least 6 weeks prior to the event.
- Generic Family Fun Day banner displayed at prominent location at least 6 weeks prior to the series of events.
- Event banner displayed at the location a week prior to the event.
- On-line posters and a variety of online event listings.
- On-line posters and fliers displayed through social media channels.

Distribution for marketing materials includes to libraries, schools, community centres and halls, restaurants, cafes, hotels, leisure centres, community groups, theatre, shopping centre, town centre shops and local businesses.

Newspaper

Press releases issued by Brentwood Borough Council from 8 weeks prior to the events. Adverts with newspapers / magazines and media partnerships to be agreed.

Radio

Brentwood Borough Council has worked successfully with various radio stations to promote our community events, broadcasting a steady stream of promotional information and interviews for at least 6 weeks beforehand. We send information about our events to larger local stations too, including BBC Essex and Heart FM (not a paid advertisement).

Websites

The event will be promoted on Brentwood Borough Council's own website and those of partner organisations.

Social Media

Brentwood Borough Council will use Twitter to regularly promote the event. Brentwood Events has its own twitter address as does the Borough Council to over 10,000 followers together.

Summer Events Flyer and Posters

We will create a separate flyer to promote our Summer events. This will be distributed from mid April until the end of August:

- 8000 flyers
- 100 posters
- Online listings and through social media

Available Packages

Strawberry Fair - Event Sponsor	Bronze - £300 (non exclusive)	Silver - £450 (non exclusive)	Gold - £800 (non exclusive for both Strawberry Fair and Family Fun Days)
Logo in event programme.	✓	✓	✓
Acknowledgement in press releases.	✓	✓	✓
Acknowledgement on social media.	✓	✓	✓
Logo on promotional materials and banners.	✓	✓	✓
Sponsor on Council website with hyperlink to your organisation's website.		✓	✓
Live acknowledgement by host of stage.		✓	✓

A stall holder pitch for you to promote your organisation (space only).		✓	✓
Your organisation's banner displayed at the event.		✓	✓
Family Fun Days – Event Sponsor for all 6 events (non exclusive)	Bronze - £300	Silver - £450	
Logo on programme flyer at each weekly event.	✓	✓	✓
Acknowledgement in press releases.	✓	✓	✓
Acknowledgement on social media.	✓	✓	✓
Logo on promotional materials and banners.	✓	✓	✓
Sponsor on Council website with hyperlink to your organisation's website.		✓	✓
A stall holder pitch for you to promote your organisation (space only).		✓	✓
Your organisation's banner displayed at all 6 events.		✓	✓
Summer Events Flyer	Bronze - £200	Silver - £300	
Logo on the front of A5 Summer events flyer (non exclusive).	✓		
Advert on the rear of an A5 flyer (quarter page) for all events (limited availability, companies to provide own artwork).		✓	

Sponsorship interest deadlines

Should your business like to support the Council with this year's Strawberry Fair event by choosing one of the below sponsorship options, please contact us by the following deadlines.

1. Strawberry Fair sponsorship deadline – 28th April 2017
2. Family Fun Day sponsorship deadline - 2nd June 2017
3. Summer Events Flyer deadline – 28th April 2017

Thank you, we value your support.