

## Sponsorship Prices

Attraction / Stall	Price
Headline Show Attractions (x2)	£300
Second-Tier Attractions (x2)	£250
Shepshed Lions BBQ	£200
Shepshed Lions Tea Tent	£200
Shepshed Community First Responders	£200
Demonstrations and Displays	£150
Bouncy Castle	£100
Games and Kids' Activities	£50

### Advertising with us

A limited number of advertisement spaces are available within our Carnival brochure or on large outdoor banners within the area, prices are as follows:

- Full page programme advert - £50
- Half page programme advert - £30
- Quarter page programme advert - £15
- Outdoor banner advert - £50

[www.shepshedcharitycarnival.org](http://www.shepshedcharitycarnival.org)  
[sponsor@shepshedcharitycarnival.org](mailto:sponsor@shepshedcharitycarnival.org)  
01509 508265



# SHEPshed LIONS CLUB SIXTH ANNUAL COMMUNITY CHARITY CARNIVAL

Bank Holiday Monday  
31st August 2015

## 2015 Sponsorship Opportunities



## By supporting Shepshed's charity carnival, you will make a difference in our community

Since 2010, the Shepshed Lions' Charity Carnival has been providing a day of family fun and entertainment for the entire community. The carnival is not for profit and run entirely for the benefit of the local community. All proceeds made from the carnival go back into our community – to those who need it most.

Now in its sixth year, the carnival has become one of the cultural highlights in our community's summer calendar and has raised over £15,000 since it began.

The carnival attracts over 3,000 people each year. It relies upon the support of local people and local businesses in order to host the widest possible range of attractions and raise the maximum amount of money for our charitable causes.

### A genuine business opportunity...

Whilst supporting the charity carnival will give you that certain warm glow that only a good deed can, we understand that warm glows don't pay the bills. So, it's a good thing that your support offers a genuine business opportunity too.

By supporting the carnival, the thousands of people in attendance will know that your business is an integral part of our community and that you genuinely care about improving the lives of less fortunate people in Shepshed.

In addition to your business name being associated with the carnival on the day, your brand will be included on printed materials, you will have the chance to place adverts within our programme, on our website and social media and press activity will carry sponsor branding. With a Carnival or Major sponsorship, you will also be offered a free stand at the show itself as well as many, many more benefits of this charitable association.

## How to sponsor the carnival

Sponsoring Shepshed Lions Charity Carnival is not only incredibly simple, but also very cost-effective. We have three headline packages to choose from, all with amazing benefits and opportunities.

### Carnival Sponsor Only 1 available - £1,000

- All printed material to carry the line 'Sponsored by you'
- Your branding on all marketing and promotional activity
- Press releases in the local press detailing the association
- Full social media campaign and links from our website
  - A free stall at the Carnival
- Highest profile advertising space within the programme
  - PA system announcements throughout the day
  - Free advertising banners at each entrance and exit
    - Press photo-call opportunity at the event
- A very warm glow for contributing to your local community!

### Major Sponsor Only 5 available - £500

- Your branding on all printed material, marketing and promotional activity
  - Social media mentions and links from our website
    - A free stall at the Carnival
    - Advertising space within the programme
  - PA system announcements throughout the day
    - An advertising banner within the Carnival
- A warm glow for contributing to your local community!

### Attraction / Stall Sponsor From £50

- Your brand associated with one of our attractions (see over for full list and prices)
  - Your logo and link on our website, mentions on social media
    - PA system announcements throughout the day

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