

DUNSTABLE *Events*

Events Sponsorship Package 2023



DUNSTABLE
TOWN COUNCIL

HOW DOES SPONSORSHIP HELP TOWARDS EVENTS?

Sponsorship helps to enhance our events making them a more enjoyable experience for participants whilst assisting the sponsor in marketing their service to the local people. We have had the pleasure of working with some fantastic local businesses over the years. Previously, with a sponsor's help we have been able to book big headlining acts such as Altered Images and Showaddywaddy. Sponsorship is very important to ensure our events are the best they can be and the sponsorship money helps us achieve that. We really enjoy working with local businesses, working together with a common goal to enhance our events, to support local businesses and keep footfall within our town.



WHAT'S IN IT FOR YOU?



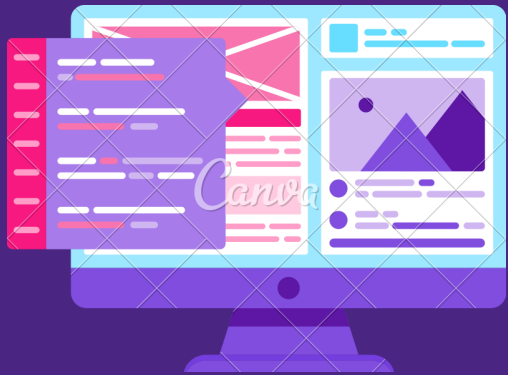
15,200

Number of combined followers for Dunstable Town Council & Dunstable Events across multiple social media platforms as of 2022



16,000

Number of homes in Dunstable that receive our quarterly magazine direct to their door



85,000

Number of unique visitors to Dunstable Town Council's website in 2022



20,000

Estimated number of attendees across our events programme in 2022

2023 EVENTS PROGRAMME

St George's Day Celebrations

Priory Gardens, Saturday 22 April, 11 am to 4 pm

St George's Day celebrations with children's activities, trails, climbing wall, falconry display plus more. Stalls and food concessions also on site.

Footfall estimate: 1,500

King's Coronation on Screen

Priory Gardens, Saturday 6 May, Times TBC

The King's Coronation broadcasted live from the BBC on a giant screen. Also includes a VIP area, food concessions and an outdoor bar.

Footfall estimate: New event

Dunstable Classic Motor Rally

Priory Gardens, Saturday 10 June, 10 am to 4 pm

Annual event showcasing heritage and vintage cars. Live music, children's activities, stalls and food concessions also on site.

Footfall estimate: 3,000

Dunstable Live

Grove House Gardens, Saturday 24 June, 3 pm to 8 pm

Annual event, an afternoon of live tributes for all ages. Full line-up to be announced. The event also features food concessions, an outdoor bar and small funfair.

Footfall estimate: 3,000

Sunday Band Concerts

Grove House Gardens, Sundays 25 June, 16 July & 6 August, 12 noon and 2.15 pm

A series of traditional brass band concerts featuring 2 brass bands playing per day. Includes a tea/coffee and cakes concession.

Footfall estimate: 500

Party in the Park

Grove House Gardens, Saturday 8 July, 12 noon to 8 pm

Annual event, featuring live music and community groups on stage. The finale of the event will feature a Headliner act, full line-up to be announced shortly. The event also features stalls, food concessions, an outdoor bar, KidZone play area and a large funfair.

Footfall estimate: 5,000

2023 EVENTS PROGRAMME (CONT.)

Around the World featuring Dunstable Festival of Archaeology

Priory Gardens, Saturday 29 July, 10.30 am to 4.30 pm

This event showcases different cultures and traditions from different countries from around the world including dance, music, hands on activities, storytelling, children's arts and crafts plus much more. This year's Around the World will also be featuring the Dunstable Festival of Archaeology celebrating the High Street Heritage Action Zone (HSHAZ) and the Council for British Archaeology's (CBA's) Festival of Archaeology themed around 'Archaeology and Creativity.' Explore and learn more about Dunstable's heritage and past, meet local community groups, special guests and experts from various local and archaeological groups. Stalls and food concessions also on site.

Footfall estimate: 3,000

Priory Pictures

Priory Gardens, Saturday 12 August, 12 noon to 10.30 pm

Outdoor cinema event showing 4 films across the day with a special fully accessible screening including subtitles, low volume, hearing loop, quiet space and disabled area. Films screened will be chosen via a poll on Facebook. Also includes food concessions and an outdoor bar.

Footfall estimate: 1,500

Priory Proms in the Park

Priory Gardens, Saturday 9 September, from 7 pm

A traditional annual event featuring live broadcast of the Last Night of the Proms on a giant screen, with special effects, interval entertainment and a fantastic fireworks finale. Also includes a VIP area, food concessions and an outdoor bar.

Footfall estimate: 1,500

Christmas Carols & Torchlight Procession

Ashton Square, Friday 24 November, 7.00 pm to 8.30 pm

An annual event featuring the school choirs of Dunstable singing carols, an appearance from Father Christmas, switch on of the Christmas Tree lights including a Christmas market down Middle Row and a fantastic lightshow finale.

Footfall estimate: 2,000

SPONSORSHIP OPPORTUNITIES

PLATINUM PACKAGE (FULL YEAR'S SPONSORSHIP PACKAGE)

Included events:

All events on the 2023 events programme

This sponsorship includes:

- Banners at all the above events (to be supplied by sponsor).
- Advert in July edition of Talk of The Town – 16000 copies printed and distributed to homes in Dunstable.
- Logo on all marketing material for the mentioned events: A5 leaflets, A3 posters, 2 x tri-fold leaflets per year and all Talk of The Town publications per year.
- Link to sponsor's website through events email newsletter.
- Mentions and tags on all social media posts for the agreed events and shout out by comperes on the day at events.
- 'Thank you' to sponsor in the Mayor's speech.
- Link to sponsor's website on the Dunstable Town Council website.
- Sponsors are free to attend all the events if they wish with a stall for promotion of their business; sponsor's own leaflets will also be placed in our stands situated in 6 set locations in Dunstable.

SPONSORSHIP OPPORTUNITIES

GOLD PACKAGE (SUMMER SPONSORSHIP PACKAGE)

Included events:

- Dunstable Live
- Party in the Park
- Sunday Band Concerts
- Priory Pictures

This sponsorship includes:

- Banners at all the above events (to be supplied by sponsor).
- Advert in July edition of Talk of The Town - 16000 copies printed and distributed to homes in Dunstable.
- Logo on marketing material produced for the mentioned events: A5 leaflets, A3 posters and tri-fold leaflets.
- Link to sponsor's website through events email newsletter.
- Mentions and tags on all social media posts for the agreed events and shout out by comperes on the day at events.
- 'Thank you' to sponsor in the Mayor's speech.
- Link to sponsor's website on the Dunstable Town Council website.
- Sponsors are free to attend the events if they wish with a stall for promotion of their business; sponsor's own leaflets will also be placed in our stands situated in 6 set locations in Dunstable.

CUSTOM SPONSORSHIP OPPORTUNITIES

There is a raft of opportunities for sponsoring large or small individual elements of our events to suit most budgets. All sponsorship packages can be tailored to suit individual business needs and budgets.

If you would like to discuss sponsorship opportunities with Dunstable Town Council in further detail or enquire about a tailor-made package please contact:

Gina Thanky, Events Officer at Dunstable Town Council

Tel: 01582 891407

Email: gina.thanky@dunstable.gov.uk



A large, multi-story stone building with a series of arched windows, some of which have decorative tracery. In front of the building, on a grassy lawn, is a large outdoor display. It consists of the word 'WE' in large, white, block letters, followed by a white heart shape, and then the word 'DUNSTABLE' in the same large, white, block letters. All the letters and the heart are decorated with a pattern of small, colorful dots in red, blue, yellow, and green. The display is set against a low green hedge.

WE ♥ DUNSTABLE

DUNSTABLE
Events