

DUNSTABLE *Events*

Events Sponsorship Package 2024



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 Showaddywaddy and Marvin Humes. 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 and to support local businesses and keep footfall within our town.

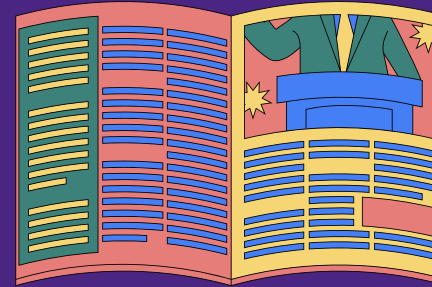


WHAT'S IN IT FOR YOU?



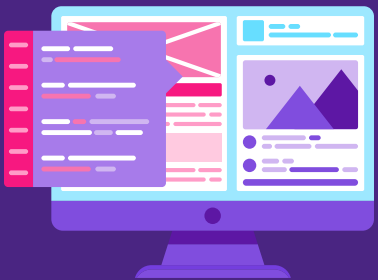
15,200

Number of combined followers for Dunstable Town Council & Dunstable Events across multiple social media platforms as of 2023



16,000

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



65,000

Number of unique visitors to Dunstable Town Council's website in 2023



20,000

Estimated number of attendees across our events programme in 2023

2024 EVENTS PROGRAMME

St George's Day Celebrations

Priory Gardens

Saturday 20 April, 11.00 am – 4.00 pm

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

Footfall estimate: 1,500

Priory Pictures

Priory Gardens

Saturday 25 May, 12.00 pm – 10.30 pm

Outdoor Cinema event showing 4 films across the day with a special 12.00 pm fully accessible screening. Films screened will be chosen via a poll on Facebook. Also includes food concessions & an outdoor bar.

Footfall estimate: 1,500

Dunstable Classic Motor Rally

Priory Gardens

Saturday 8 June, 10.00 am – 4.00 pm

An annual event showcasing heritage and vintage cars with additional activities D-Day and entertainment to commemorate the significant 80th anniversary. Also includes live music, children's activities, stalls & food concessions on site.

Footfall estimate: 3,000

Dunstable Live

Grove House Gardens

Saturday 22 June, 3.00 pm – 8.00 pm

Annual event, an afternoon of live tributes for all ages. 'Soul and Motown' themed line-up to be announced. The event also features: food concessions, an outdoor bar & small selection of funfair.

Footfall estimate: 3,000

Sunday Band Concerts

Grove House Gardens

Sunday 30 June, 21 July & 18 August, 12 noon & 2.30 pm

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

Footfall estimate: 500

Party in the Park

Grove House Gardens

Saturday 13 July, 12.00 pm – 8.00 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. The event also features: stalls, food concessions, an outdoor bar, KidZone play area & a large funfair

Footfall estimate: 5,000

2024 EVENTS PROGRAMME

Around the World

Priory Gardens

Saturday 3 August, 10.30 am – 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. The event will also feature local community groups showcasing Dunstable's heritage and past. Stalls & food concessions also on site.

Footfall estimate: 3,000

Priory Pictures

Priory Gardens

Saturday 10 August, 12.00 pm – 10.30 pm

Outdoor Cinema event showing 4 films across the day with a special 12.00 pm fully accessible screening. Films screened will be chosen via a poll on Facebook. Also includes food concessions & an outdoor bar.

Footfall estimate: 1,500

Priory Proms in the Park

Priory Gardens

Date TBC, Time TBC

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 & an outdoor bar.

Footfall estimate: 1,500

Christmas Carols & Torchlight Procession

Ashton Square

Friday 29 November, From 7.00 pm

A traditional annual event on The Square featuring the school choirs of Dunstable singing carols on the Methodist Church, meet Father Christmas, turn on the Christmas Tree Lights and a fantastic lightshow finale enhanced with a Christmas market down Middle Row.

Footfall estimate: 2,000

SPONSORSHIP OPPORTUNITIES

PLATINUM PACKAGE (FULL YEAR'S SPONSORSHIP PACKAGE)

Included events:

All events on the 2024 events programme

This sponsorship includes:

- Banners at all the above events (to be supplied by the event 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 newsletter.
- Mentions and tags on all social media posts for the agreed events and 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 the event 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 newsletter.
- Mentions and tags on all social media posts for the agreed events and 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
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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 over 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, light-colored stone building with a row of arched windows. In front of the building, a row of large, white, 3D letters spells out 'WE ♥ DUNSTABLE'. The letters are decorated with colorful handprints. The heart symbol is also decorated with handprints. The letters are placed on a grassy area with a low hedge behind them.

WE ♥ DUNSTABLE

DUNSTABLE
Events