

DUNSTABLE *Events*

Soapbox Derby Sponsorship Pack



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 or even an accessibility viewing platform. 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.

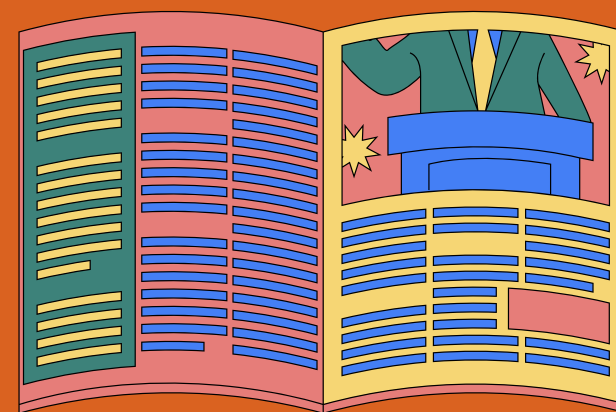


WHAT'S IN IT FOR YOU?



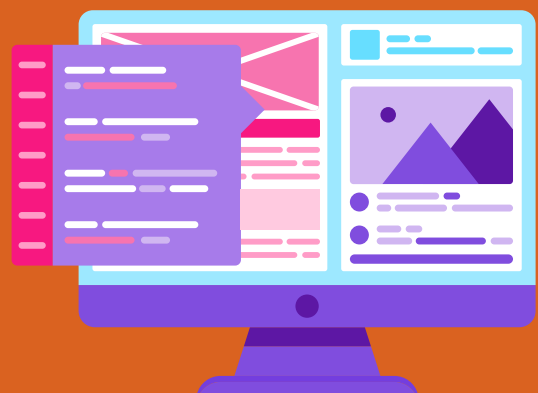
Social media

Reach over 13,000 followers on Facebook and over 700 on Instagram



17,000

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



65,000

Average visits to the Dunstable Town Council's website



27,000

Estimated number of attendees across our events programme in 2024

ABOUT THE EVENT

NEW EVENT for 2025

Dunstable's Soapbox Derby to celebrate
Dunstable Town Councils 40th Anniversary!
Priory Gardens
Saturday 9 August, Times TBC

We are excited to announce that Dunstable will have its first Soapbox Derby event in 2025. Anyone can enter from charities/businesses/community groups to individuals; it involves teams designing and constructing karts, then racing their creations along our 100m track. The event will also include a film and the race shown on a large screen, live music, stalls, food concessions and an outdoor bar.



WHAT WOULD BE INCLUDED IN THE SPONSORSHIP

GOLD SPONSORSHIP - £800+vat

- Banners at the event – To be supplied by the event sponsor
- One half page advert in Talk of The Town (Over 17,000 copies printed and distributed to homes in Dunstable per edition and stocked in various locations in Dunstable)
- Logo on marketing material produced for the mentioned event where applicable– A5 leaflets/A3 posters/Tri-fold leaflets
- Link to website through events Mailchimp newsletter
- Mentions and tags on all social media posts for the agreed event and comperes on the day where applicable
- Link to website on the Dunstable Town Council website
- Sponsors are free to attend the event if they wish with a stall for promotion of their business, sponsor's own leaflets will also be placed in our TOTT stands situated in 6 set locations in Dunstable

If you would like to discuss this sponsorship or further event sponsorship opportunities with Dunstable Town Council please contact:

Gina Thanky, Events Officer at Dunstable Town Council

Tel: 01582 891407

Email: gina.thanky@dunstable.gov.uk

WHAT WOULD BE INCLUDED IN THE SPONSORSHIP

SILVER SPONSORSHIP - £500+vat

- Banners at the event – To be supplied by the event sponsor
- One quarter page advert in Talk of The Town (over 17,000 copies printed and distributed to homes in Dunstable per edition and stocked in various locations in Dunstable)
- Logo on marketing material produced for the mentioned event where applicable– A5 leaflets/A3 posters/Tri-fold leaflets
- Link to website through events Mailchimp newsletter
- Mentions and tags on all social media posts for the agreed event and comperes on the day at where applicable
- Link to website on the Dunstable Town Council website
- Sponsors are free to attend the event if they wish with a stall for promotion of their business, sponsor's own leaflets will also be placed in our TOTT stands situated in 6 set locations in Dunstable

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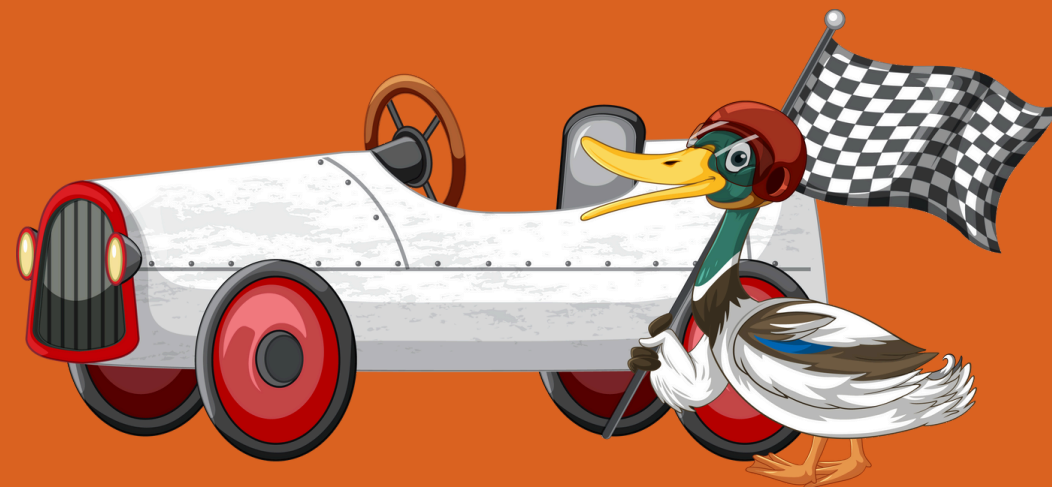
Tel: 01582 891407

Email: gina.thanky@dunstable.gov.uk

WHAT WOULD BE INCLUDED IN THE SPONSORSHIP

BRONZE SPONSORSHIP - £60+vat

- One banner at the event – To be supplied by the event sponsor
- Mentions and tags on all social media posts for the agreed event and comperes on the day where applicable
- Sponsors are free to attend the event if they wish with a stall for promotion of their business



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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, multi-colored dots. The heart symbol is also decorated with these dots. The letters are placed on a grassy area with a low green hedge behind them.

WE ♥ DUNSTABLE

DUNSTABLE
Events