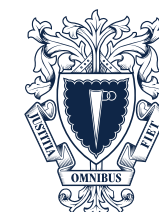


DUNSTABLE'S SOAPBOX DERBY



Sponsorship Pack



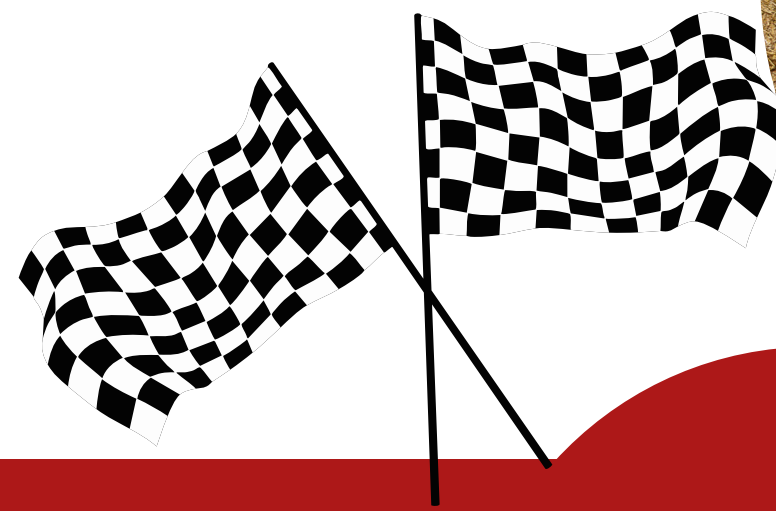
DUNSTABLE
TOWN COUNCIL

ABOUT THE EVENT

A Soapbox Derby is a fun, community-focused racing event where charities, businesses, community groups, schools to individuals design and build their own karts, then compete by racing them down a custom-built 100-metre track in Priory Gardens.

The event is a full day of entertainment, featuring the races filmed and shown live on a large screen, stalls, food concessions and an outdoor bar, creating a vibrant festival atmosphere for participants and spectators alike.

Dunstable's Soapbox Derby 2026
Priory Gardens
Saturday 5 September, from 12 noon
Footfall estimate: 2,500



WHAT'S IN IT FOR YOU?



Social media

Reach over 15,000 followers on Facebook and over 1000 on Instagram



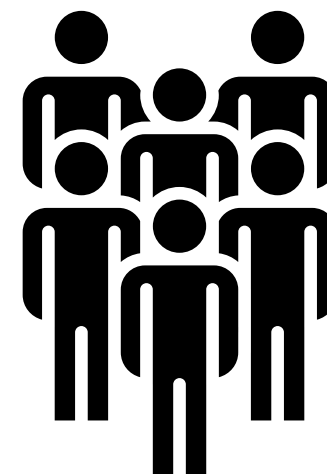
16,600

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



30,000

Estimated number of attendees across our events programme in 2025

HOW DOES SPONSORSHIP HELP TOWARDS THE EVENT

Sponsorship plays a vital role in enhancing our events, helping us create enjoyable, high-quality experiences for everyone who attends. It provides our sponsors with a valuable opportunity to promote their business directly to the local community. We are proud to have worked alongside many fantastic local businesses over the years and truly value these partnerships.

Support from sponsors allows our events to reach their full potential. Every contribution helps us improve facilities, activities, and overall event delivery. We particularly enjoy collaborating with local businesses, working together towards a shared goal of strengthening our events, supporting the local economy, and encouraging footfall within our town.

In return, sponsorship puts your business directly in front of the Dunstable community, increasing visibility, building local brand recognition, and promoting your products or services.



(Left to right) Joanna Connolly – The Mortgage Mum 2025 sponsor, pictured with Town Mayor Cllr Sally Kimondo and Deputy Mayor Cllr Richard Attwell.

GOLD SPONSORSHIP

£800 + vat

- Banners at the event – To be supplied by the event sponsor
- One half page advert in Talk of The Town (16,600 copies printed and distributed to homes in Dunstable per edition and 600 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



SILVER SPONSORSHIP

£500 + vat

- Banners at the event – To be supplied by the event sponsor
- One quarter page advert in Talk of The Town (16,600 copies printed and distributed to homes in Dunstable per edition and 600 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



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



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