

DUNSTABLE *Events*

Sponsorship Pack 2026



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 key infrastructure, such as an accessibility platform to big headline acts such as Shaun Williamson, Marvin Humes and Craig Charles.



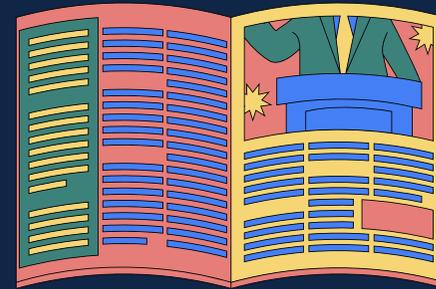
Sponsorship is vital to ensuring our events are the best they can be, and the funding we receive helps us achieve that. We really enjoy working with local businesses, working together with a common goal to enhance our events, supporting our business community, and keeping footfall within our town.

WHAT'S IN IT **FOR YOU?**



Social media

Reach over 15,000 followers on Facebook and over 1,000 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

2026 **EVENTS** PROGRAMME

St George's Day Celebrations

Priory Gardens
Saturday 18 April, 11 am to 4 pm

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

Footfall estimate: 2,500



Around the World

Priory Gardens
Saturday 16 May, 10.30 am to 4.30 pm

This event showcases different cultures and traditions 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: 3,500



Dunstable Classic Motor Rally

Priory Gardens
Saturday 13 June, 10 am to 4 pm

An annual event consisting of heritage and vintage cars with additional activities and entertainment alongside the display including live music, free children's activities and children's rides. A great family day out. Stalls & food concessions also on site.

Footfall estimate: 4,500



2026 **EVENTS** PROGRAMME

Sunday Concerts

Grove House Gardens
Sunday 21 June, 26 July &
9 August, 12 noon & 2.30 pm

A series of musical styles and genres of music alongside traditional brass bands featuring two concerts per day. Includes a tea/coffee & cakes concession.

Footfall estimate: 500

Dunstable Live (Multiple sponsorships available)

Grove House Gardens
Saturday 27 June, 3 pm to 8 pm

Annual event, an afternoon of live tributes for all ages themed around 'Queens of Sound.' Full line-up to be announced. The event also features: stalls, food concessions, an outdoor bar & small funfair.

Footfall estimate: 6,000

Party in the Park (Multiple sponsorships available)

Grove House Gardens
Saturday 18 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. The event also features: stalls, food concessions, an outdoor bar, KidZone play area & a large funfair.

Footfall estimate: 5,000



2026 **EVENTS** PROGRAMME

Dunstable's Soapbox Derby (Multiple sponsorships available)

**Priory Gardens
Saturday 5 September, From 12 noon**

Dunstable's Soapbox Derby returns for 2026! Anyone can enter a soapbox kart and team from charities, businesses, community groups, schools to individuals; it involves teams designing and constructing karts, then racing their creations along our 100m track. The event will also include films, and the race shown on large screen, stalls, food concessions and an outdoor bar.

Footfall estimate: 2,500



Priory Proms in the Park Priory Gardens Saturday 12 September, From 5.30 pm

A traditional annual event featuring the 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: 500



Christmas Carols & Torchlight Procession The Square Friday 27 November, From 7 pm

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

Footfall estimate: 5,000



PLATINUM SPONSORSHIP PACKAGE

All events in this pack are included, but please note that Dunstable Live, Party in the Park, and Dunstable's Soapbox Derby may have multiple sponsors.

- Banners at all the above events - To be supplied by the event sponsor
- Full page advert in Talk of The Town for one edition, plus mentions and logos for each event
- Logo on all marketing material for the mentioned events where applicable - A5 leaflets, A3 posters, Tri-fold leaflets, All Talk of The Town publications per year (16,600 copies printed and distributed to homes in Dunstable per edition and 600 stocked in various locations in Dunstable)
- Link to website through events Mailchimp newsletter
- Mentions and tags on all social media posts for the agreed events and comperes on the day at events applicable (D. Live, PITP etc) – Thank yous to sponsor – Mayor's speech
- Link to 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 TOTT stands situated in six set locations in Dunstable

CUSTOM SPONSORSHIP OPPORTUNITIES

There is a range 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

