



Fareham's Christmas lights switch on

sponsorship opportunities

The Christmas lights switch on event in Fareham town centre has been running for many years and is something everyone looks forward to.

FAREHAM
BOROUGH COUNCIL



Sponsorship opportunities

Gold package - Main stage headline sponsor £5,000 (+VAT)

Naming rights e.g. Fareham's Christmas lights switch on, sponsored by 'Your company name'

Lead logo on marketing materials

Lead logo on stage backdrop

Recognition as lead sponsor on the Fareham Borough Council website including name and website address

Logo on the header banner on the Facebook event page

Social media promotion on the Council's social media channels every time the event is mentioned (10,987 followers) and Twitter page (6123 followers)

Free pitch space at the event, with gazebo provided, to display your service/product

Right to use event name and logo in conjunction with sponsorship in all advertising before event

Recognition as lead sponsor on the PA announcements during the event

Recognition and thanks as main stage headline sponsor in all press releases

Recognition and thanks as main stage headline sponsor in Fareham Today magazine

This free, family friendly event attracts thousands of people, making it the largest event in the town centre.

There are market stalls, fun fair rides, festive food and drink, street and stage performers and exciting activities for children. With something for everyone, it is the ideal opportunity to gain prime visibility for your business.

Silver package - Finale show sponsor £3,000 (+VAT)

Logo on marketing materials

Logo on stage backdrop

Recognition as the finale show sponsor on the Fareham Borough Council website including name and website address

Logo on the header banner on the Facebook event page

Social media promotion on the Council's social media channels (10,987 followers) and Twitter page (6123 followers)

Recognition as sponsor on PA announcements prior to the finale show

Recognition and thanks as finale show sponsor in all press releases

Recognition and thanks as finale show sponsor in Fareham Today magazine



Bronze package - Street performer sponsor £800 (+VAT)

Street performer sponsor - £800 per performer

Logo on marketing materials

Logo on the stage backdrop

Recognition as street entertainer sponsor on the Fareham Borough Council website including name and website address

Recognition as street entertainer sponsor on PA announcements during the event

Your business included on social media posts in relation to street entertainment promotion

Recognition and thanks as street entertainment sponsor in press releases and other promotional material (where appropriate)



Other Fareham Borough Council sponsorship opportunities are available. For more information, please go to www.fareham.gov.uk/sponsorship



More information

If you are interested in sponsoring the event,
or would like more information, please visit
www.fareham.gov.uk/sponsorship.

You can also contact the Leisure and
Community Team on **01329 236100**
or email **leisure@fareham.gov.uk**