

INVEST IN FARNHAM 2019

Finalist in
Britain in Bloom 2019



Reach your target audience in Farnham
with one of our sponsorship opportunities
www.farnham.gov.uk/sponsorship



Farnham
Town Council

“At Specsavers, we decided to support Farnham in Bloom because it’s a simple yet effective way to bring a touch of traditional English charm and vibrancy to the town. By getting involved, I believe we are showing customers that we care about making Farnham an enjoyable retail destination – for locals and tourists. Bringing people into the town only serves to bolster the community’s economy, to benefit everyone. But Farnham in Bloom goes beyond the aesthetic and the commercial rewards. It involves local community groups who make Farnham in Bloom’s vision come to life with their wonderful displays. It’s been an honour to be involved and we thank everyone for their ongoing support of this fantastic initiative.”



Lateef Iqbal
Specsavers

Opportunities to promote your business in 2019

Bringing people to the high street and promoting the benefits of using local business is vital for a thriving local economy.

When consumers come to Farnham, they have an excellent choice of independent businesses and high street favourites. As Farnham’s town council we make shopping locally an attractive option for consumers by organising events that draw people into the town. The events have become part of the town’s fabric and take place throughout the year including the tough winter months and post-Christmas period.

Our formula is simple: high quality, often free, events encourage residents to stay local; in turn they spend in the town’s shops and use its services. We also know that positive projects like Farnham in Bloom promote the ‘feel good’ factor, enhancing community spirit and making Farnham a great place to live.

Events also present sponsorship opportunities, associating your brand with highly successful projects such as the Food and Drink Festival, which brings thousands to the town, and national initiatives such as our In Bloom activities.

Sponsorship can support your business objectives: raising your profile, bringing new customers, providing staff with volunteering opportunities and linking you with local good causes.

This booklet introduces some of our sponsorship packages. We would be delighted to speak to you too – please get in touch if you are interested in finding out more.

We wish you every success throughout 2019.

Iain Lynch
Town Clerk

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Farnham in Bloom

Possibly the town’s most established community project, Farnham in Bloom activities run throughout the year, involving hundreds of people from across the community.

The project offers a highly flexible range of sponsorship opportunities from financial support of all sizes to sponsorship-in-kind and team building opportunities through volunteering. Getting involved with Farnham in Bloom directly supports the town: grot spots are tidied up and the visual appearance of the town is improved.

In 2019, Farnham Town Council will be supporting the project through staff time and by contributing over £25,000 to be matched by sponsorship.



Why sponsor Farnham in Bloom

- You will be associated with a highly successful project which has won gold for several consecutive years
- Farnham has been invited to represent the South and South East in Britain in Bloom 2019
- It’s a relevant way to demonstrate your environmental credentials
- It will demonstrate your loyalty to Farnham and help to create client preference for your business
- If you are local and in the business of horticulture, improving outdoor spaces, enhancing people’s lives, providing services for children and families or are involved in the arts world, Farnham in Bloom is a good way to get your name before your target market
- Several months of positive PR opportunities
- We offer packages to suit all budgets

Farnham in Bloom has won regional and national recognition:

- Gold and Best in Category in RHS Britain in Bloom
- Gold in the Town Centre and Large Town categories of South and South East in Bloom
- Best in Category and County
- Discretionary Biodiversity Award

Further successes can be seen at
www.farnham.gov.uk/bloom



Farnham in Bloom sponsorship packages

Principal | £7,000 plus VAT

Principal sponsor benefits:

- **Exclusivity** as the one and only Farnham in Bloom Principal sponsor
- **An invitation** to bring up to five people to all Farnham in Bloom events. This includes the launch and end of year community awards ceremony
- **Inclusion of your company logo** on all Farnham in Bloom publicity, including newsletters, posters, invitations and souvenir programmes
- **The chance to present** a number of awards at our prestigious end of year community awards ceremony
- **Invitations to photo opportunities** and to be quoted in relevant press releases
- **Acknowledgement as the Principal sponsor** in all Farnham in Bloom press releases
- **The opportunity to provide** and display a promotional pop-up stand to advertise your company at all Farnham in Bloom events
- **Recognition as the Principal sponsor** and your logo on the Farnham in Bloom sponsors' board in South Street
- **Promotion** of your Principal sponsor title, business name, logo and contact details on five plaques which will be displayed on troughs or planters in prominent town centre locations
- **Inclusion of your company logo** in the Farnham in Bloom video, on all street banners promoting Farnham in Bloom on Downing Street before the judging of Farnham in Bloom
- **A guest appearance** in the Farnham in Bloom video which was viewed 5,000 times in 2018
- **A description about your business** and a link to your website from Farnham Town Council's website
- **Acknowledgement and thanks** for your support via Farnham Town Council Facebook posts and Tweets
- **Inclusion of your photo and a quote** in the 2020 edition of this sponsorship guide
- **Inclusion of logo on the back cover** of the 2020 edition of Invest in Farnham.



Gold Sponsor | £1,500 plus VAT

Gold sponsor benefits:

- **An invitation** to bring up to four people to all Farnham in Bloom events. This includes the launch and end of year community awards ceremony
- **Recognition as the Gold sponsor** on the Farnham in Bloom sponsors' board in South Street
- **Promotion** of your business name, logo and contact details on two plaques which will be displayed on a trough or planter in a prominent town centre location
- **Your logo listed** on the Farnham in Bloom video which was viewed 5,000 times in 2018
- **Acknowledgement as the Gold sponsor** in all Farnham in Bloom press releases
- **A description about your business** and a link to your website from Farnham Town Council's website
- **Acknowledgement and thanks** for your support via Farnham Town Council Facebook posts and Tweets
- **Logo included on the back cover** of the 2020 edition of Invest in Farnham.

Silver Sponsor | £800 plus VAT

Silver sponsor benefits:

- **An invitation** to bring up to three people to all Farnham in Bloom events. This includes the launch and end of year community awards ceremony
- **Recognition as the Silver sponsor** on the Farnham in Bloom sponsors' board in South Street
- **Promotion** of your business name, logo and contact details on a plaque which will be displayed on a trough or planter in a prominent town centre location
- **Acknowledgement as the Silver sponsor** in all Farnham in Bloom press releases
- **Your logo** on the Farnham in Bloom video which was viewed 5,000 times in 2018
- **A link to your website** from Farnham Town Council's website
- **Acknowledgement and thanks** for your support via Farnham Town Council Facebook posts and Tweets.



Opportunities to sponsor floral displays

Bridges | £400 plus VAT for one side of the bridge

We will:

- **Include four flower troughs** which will save you £200 on the single cost of a trough
- **Provide you with the choice** of having your flower troughs displayed on the left or right hand side of the bridges on Longbridge or South Street
- **Display a plaque** on the bridge railings showing your name, logo and contact details
- **Display the flower troughs** from June to October
- **Maintain and water** the flowers to keep the display looking healthy and beautiful
- **Display your business name** on the sponsors' board in South Street between June and October
- **Include a link** from the Farnham Town Council website to your website.



Traffic Island Display | £500-£1,000 plus VAT

We will:

- **Provide you with the choice** of traffic islands in several prominent town centre locations including South Street, Union Road, Dogflud Way and the roundabout on West Street
- **Promote your sponsorship** of Farnham in Bloom by displaying two plaques on the island showing your company name, logo and contact details
- **Display flowers** from June to October
- **Maintain and water** the flowers so the display looks stunning and representative of your business
- **Display your business name** on the sponsors' board in South Street between June and October
- **Include a link** from the Farnham Town Council website to your website.

Three Tier Planter and Hanging Basket Trees | £300 plus VAT

We will:

- **Provide you with the opportunity** to choose from several prominent locations for your planter including East Street and Farnham railway station
- **Enhance your brand awareness** by supplying and displaying a plaque on the planter to promote your company name, logo and contact details
- **Display the planter** between June and October
- **Maintain and water** the flowers so the planter looks great all the time it is on display
- **Display your business name** on the sponsors' board in South Street between June and October
- **Include a link** from the Farnham Town Council website to your website.

Flower Trough | £150 plus VAT

We will:

- **Plant your trough** and mount it in Central car park between June and October
- **Enhance your brand awareness** by supplying and displaying a plaque on the front of the trough to promote your company name, logo and contact details
- **Keep the trough looking beautiful** by taking care of the flowers, watering and maintenance
- **Display your business name** on the sponsors' board in South Street between June and October
- **Include a link** from the Farnham Town Council website to your website.



Discounts are available for the sponsorship of multiple flower troughs and include the benefits listed opposite. One plaque will be displayed on the railings at the site you wish to sponsor. For impact, choose a display at:

Hickley's Corner | £500 plus VAT
(North station side) – 8 troughs

Hickley's Corner | £400 plus VAT
(North Borelli Walk side) – 5 troughs

Hickley's Corner | £500 plus VAT
(South station side) – 4 troughs

Hickley's Corner | £400 plus VAT
(South Borelli Walk side) – 4 troughs

Shepherd and Flock | £400 plus VAT
Roundabout – 8 troughs

South Street | £300 plus VAT
Opposite Victoria Road – 2 troughs

South Street | £300 plus VAT
Opposite the Spire Church – 2 troughs

Union Road | £300 plus VAT
Opposite the Vineyard Church – 2 troughs

The Borough | £300 plus VAT
Near the pedestrian crossing – 2 troughs

Hanging Basket | £70

We will:

- **Put up your basket** in June and display it until October
- **Keep your basket** looking magnificent by looking after the flowers and taking care of the watering and maintenance
- **Display your business name** on the sponsors' board in South Street between June and October
- **Include a link** from the Farnham Town Council website to your website.

Winter Hanging Basket | £40

We will:

- **Brighten up your business premises** with a winter hanging basket of pansies which will be displayed from November to April.

Bloomin' Kids | £500 plus VAT

Our Bloomin' Kids' Gardening Workshops brings your business to local young families around some of the key school holiday times in the year. There will be workshops at Easter and the autumn half term.

All our posters, leaflets and other publicity will feature your logo. We will also acknowledge your sponsorship status through official press releases and to our thousands of social media followers on Facebook and Twitter. You can also have your own promotional stand at the events.



Allotment Show | £500 plus VAT

If reaching gardening enthusiasts or allotment holders is among your aims, sponsoring the relaunch of our new look Allotment Show on Sunday 1 September is an excellent opportunity.

All publicity, including the official show programme and newsletters, targeting this niche audience will feature your logo and name. Your status as a sponsor will be acknowledged in official press releases and you will be able to have a promotional stand at the show itself.



Summer Events Programme



Our summer season starts in May with the Spring Festival and continues with events happening every weekend. After the Festival, the fun continues with free weekly concerts on Sunday afternoons performed on the bandstand in Gostrey Meadow. At the end of June, Farnham's community comes together for the carnival followed by a chance to chill out at the Picnic in the Park.

The summer programme offers sponsors great flexibility around meeting business objectives and budget. If you would like to adapt one of our proposed packages to meet your needs, please contact us to talk it through.

Principal Sponsor | £3,500 plus VAT

Principal sponsor benefits:

- **To announce your sponsorship**, you will be invited to attend a photocall with the Mayor and asked to provide a quote for a press release which will be submitted to the local media and published on Farnham Town Council's website
- **To promote your involvement**, your logo will appear on 5,000 postcards and the programme of events which will be printed and distributed to key information points in the town. The postcards will also be given out at events
- **Your support will be recognised** on a banner that will be displayed on the bandstand at every Music in the Meadow concert in 2019
- **A number of press releases** will be issued between May and September to promote the events. The Principal Sponsor will be acknowledged in every release
- **Inclusion of your company logo** on two street banners displayed over two of Farnham's busiest streets for a period of up to 15 weeks
- **A description about your business**, logo and a link to your website from Farnham Town Council's Summer events pages
- **Logo included** on purchased third party advertising space
- **The opportunity to promote** your business at up to three Music in the Meadow events. We will provide you with a gazebo on a 3m by 3m pitch so you have the option to undertake promotional activities
- **Have your marketing material seen** by hundreds of people by having it displayed in the information tent at each Music in the Meadow concert
- **Inclusion in announcements** throughout every Music in the Meadow concert – if there is something specific you wish to promote; we can arrange for it to be announced
- **Your Principal Sponsor status** will be promoted to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Inclusion of your photo and a quote** in the 2020 edition of this sponsorship guide
- **Promoted on** community noticeboards and event posters.

Spring Festival

This is an energetic event aimed at families which brings in visitors from neighbouring towns and villages as well as plenty of locals. Music and dance are at the heart of the day; festival-goers bring their own picnics or take advantage of the many food and refreshment stands.

Offering families a free day out, it's a hit every year with toddlers and teens alike – plus their parents. This year, the Spring Festival is on Sunday 26 May.

Gold Sponsor | £1,000 plus VAT

Gold sponsor benefits:

- **Inclusion of your company logo** on a street banner displayed for two weeks over one of Farnham's busiest streets
- **Your support will be recognised** on a banner that will be displayed in a prominent position throughout the Spring Festival



- **Company logo on 5,000 postcards** promoting your involvement and the summer's programme of events. These will be printed and distributed to key information points in the town. The postcards will also be given out at events
- **Your company name, logo and a link** to your website will be displayed on the Spring Festival page of Farnham Town Council's website
- **A number of press releases** will be issued to inform people about the Spring Festival and your involvement as a sponsor
- **Your logo will be included on posters** around the town and on a promotional poster which will be displayed on 25 noticeboards
- **Throughout the Spring Festival**, announcements will be made over the public-address system to inform visitors that you are the event Gold Sponsor
- **A gazebo on a 3m by 3m pitch** will be provided so you can undertake additional promotional activities or give away promotional material
- **Your sponsor status** will be promoted to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Inclusion** in third party advertising.



Silver Sponsor | £500 plus VAT

Silver sponsor benefits:

- **Company logo on 5,000 postcards** promoting your involvement and the summer programme of events. These will be printed and distributed to key information points in the town. The postcards will also be given out at events
- **Your support will be recognised** on a banner that will be displayed in a prominent position throughout the Spring Festival
- **Your company name, logo and a link** to your website will be displayed on the Spring Festival page of Farnham Town Council's website
- **A number of press releases** will be issued to inform people about the Spring Festival and your involvement as a sponsor
- **Your logo will be included** on posters around the town and on a promotional poster which will be displayed on 25 noticeboards
- **Throughout the Spring Festival**, announcements will be made over the public-address system to inform visitors that you are the event's Silver Sponsor
- **Your sponsor status** will be promoted to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page.



Walking Festival

This programme of 30+ walks over a two-week programme has grown in popularity since we launched it in 2017.

Taking place from 19 May to 2 June, the festival appeals to people who enjoy the outdoors. As the walks range from 1.5 miles up to 18 miles, participants are often people who are already active or wanting to be more so. We aim for a broad appeal to promote health and well-being so some walks are themed around nature, local history and heritage.

The Walking Festival attracts a large number of people over its duration, offering you great value for money and excellent exposure for your branding.



Gold Sponsor | £1,000 plus VAT

Gold sponsor benefits:

- **Inclusion of your company logo** on a street banner displayed for two weeks over one of Farnham's busiest streets
- **Company logo on 5,000 promotional A5 postcards** that will be distributed to information points in the local area and given out at 13 different events
- **Your details will be included** in the Walking Festival brochure, which will be distributed around the local area at key information points
- **A number of press releases** will be issued to promote the Walking Festival. The Gold Sponsor will be acknowledged in every release and will be given the opportunity to attend the press walk launch which several different newspaper and publication representatives will be invited to attend
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Your sponsor status** will be promoted to the Town Council's 3000+ Twitter followers
- **Your company name, logo and a link to your website** will be displayed on Farnham Town Council's website
- **Logo included** on posters around the town including 25 community noticeboards and at posters at the event
- **Logo included** in third party advertising.

Silver Sponsor | £600 plus VAT

Silver sponsor benefits:

- **A mention for your company on 5,000 promotional A5 postcards** that will be distributed to information points in the local area and given out at 13 different events
- **Your details will be included** in the Walking Festival brochure, which will be distributed around the local area at key information points



- **A number of press releases** will be issued to promote the Walking Festival and your involvement as a sponsor
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Your sponsor status** will be promoted to the Town Council's 3000+ Twitter followers
- **Your company name, logo and a link to your website** will be displayed on Farnham Town Council's website.

Bronze Sponsor | £300 plus VAT

Bronze sponsor benefits:

- **Your details will be included** in the Walking Festival brochure, which will be distributed around the local area at key information points
- **A number of press releases** will be issued to promote the Walking Festival and your involvement as a sponsor
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Your sponsor status** will be promoted to the Town Council's 3000+ Twitter followers
- **Your company name, logo and a link to your website** will be displayed on Farnham Town Council's website.



"It's great to support Farnham Town Council once again this year – we value this long standing relationship and the opportunity to receive exposure for Kidd Rapinet. Whether it's moving house, writing a will, buying a business, going through a breakup or some other life changing event, we would like local people to realise that they can turn to us for help and advice. We'd like to thank Farnham Town Council for continuing to involve us and we look forward to supporting FTC and our local community for many years to come."

Emma Rowe
Managing Partner
Kidd Rapinet

Picnic in the Park

The excitement of Farnham's carnival weekend comes to a close with a relaxed picnic on Sunday afternoon (1-5pm, 30 June). Families, couples and groups of friends enjoy live music while they tuck into picnics brought from home or bought from the refreshment stalls.

Picnickers bring their own deck chairs, rugs or simply chill out on the grass. A purpose-built stage for the performers gives this otherwise chilled event a professional feel.

Sponsors will find an all-age audience, in particular young families, who enjoy music and the arts. Our sponsorship packages offer popular options that can work for different sized businesses but can be adapted to meet your aims as needed.

Gold Sponsor | £1,000 plus VAT

Gold sponsor benefits:

- **Inclusion of your company logo** on a street banner displayed for two weeks over one of Farnham's busiest streets
- **The audience will be made aware** of your support from the banner that will be displayed on the stage throughout the event and will feature your branding

- **5,000 postcards promoting your involvement** and the summer's programme of events will be printed and distributed to key information points in the town. The postcards will also be given out at events
- **Your company name, logo and a link** to your website will be displayed on the Picnic in the Park page of Farnham Town Council's website
- **Press releases will be issued** to promote Picnic in the Park and to inform the public about your involvement as a sponsor
- **PA announcements will be made** to inform visitors that you are an event sponsor
- **A gazebo on a 3m by 3m pitch** will be provided so you can share the excitement of the event and promote your business to an expected 1,000 people
- **Inclusion** in third party advertising
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Promoted on** event posters and 25 community noticeboards.



Music in the Meadow

A programme of summer concerts that has grown year after year, Music in the Meadow attracts a varied crowd of music lovers of all ages and tastes. Performers include young musicians just starting out, an eclectic range of cover bands, jazz ensembles and brass bands.

This is an opportunity to associate your business with the concert most in tune with your target audience.

Music in the Meadow | £300 plus VAT

Sponsor benefits:

- **5,000 postcards promoting your involvement** and the summer's programme of events will be printed and distributed to key information points in the town. The postcards will also be given out at events
- **Your company name, logo and a link** to your website will be displayed on the Music in the Meadow page of Farnham Town Council's website
- **Press releases will be issued** to promote Music in the Meadow and to inform the public about your involvement as a sponsor
- **A gazebo on a 3m by 3m pitch** will be provided so you can use the space to give out promotional material and chat to the 600 or so people that attend each concert
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **PA announcements will be made to** inform visitors that you are an event sponsor.



Mark a special occasion

Celebrate a loved one or a special anniversary or event by sponsoring a hanging basket or a floral display.

From time-to-time, we install new street furniture such as benches, planters, bus stops and litter bins. If you would like to show your pride in Farnham by sponsoring a bin outside your office, a bench used by your staff or a bus stop used by your customers, please contact us so we can discuss a suitable opportunity.

Farnham's Food and Drink Festival

Farnham cannot get enough of all things gastronomic – and neither can the thousands of visitors who flood to the town each year for the Food and Drink Festival.

This year's Festival presents numerous sponsorship options – particularly to food, lifestyle and hospitality businesses – with promotional opportunities before, during and after events.

The programme begins with the two-day Gin Festival on 13 and 14 September and is followed by the Farmers' Market on 22 September. A one-day food and drink extravaganza on 29 September brings thousands to the town and sees Castle Street and The Borough closed to traffic to accommodate the 100+ stalls. The pedestrianised environment makes for an easy and relaxed experience where shoppers stop to try new food and drink, meet producers and learn about the products.

Sponsorship packages are varied in size and scope. They can be adapted to meet the needs of different businesses.



Principal Sponsor | £3,500 plus VAT

Principal sponsor benefits:

- **Your company name, logo and Principal Sponsor status** will appear on two street banners which will be displayed over two of Farnham's busiest streets for up to 15 days
- **Your logo will appear** on the banner that will form the backdrop to the cookery demonstration stage
- **An A5 postcard will be sent to around 22,000 households** in the GU9 Farnham postcode to promote the event and your support as a Principal Sponsor
- **Your details will be included on the front cover** of the event guide, which will be inserted into the Farnham Herald and received by approximately 8,000 residents and businesses
- **Your company name, logo and a link** to your website will be displayed on the Food and Drink Festival pages of Farnham Town Council's website
- **Your logo will be included on posters** advertising both the Food and Drink Festival and Gin Festival and your sponsorship. The posters will be displayed in and around the town on 25 community noticeboards
- **Your details will be included** on the event programme and posters which will be handed out/displayed on the day of the Food and Drink Festival and Gin Festival
- **PA announcements will be made** to inform visitors that you are an event sponsor
- **Tickets** to the Gin Festival
- **A number of press releases** will be issued to promote the Food and Drink Festival. The Principal Sponsor will be acknowledged in every release and will be given the opportunity to attend a photo call and asked to provide a quote in two different press releases
- **Logo included** on purchased third party advertising space
- **A chance to host** a half hour cookery demonstration on the main stage



- **A gazebo on a 3m by 3m pitch** will be provided at the Food and Drink Festival and Gin Festival, offering the opportunity to give out promotional material and talk about your business to 15,000 visitors
- **Your sponsor status** will be promoted to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Inclusion of your photo and a quote** in the 2020 edition of this sponsorship guide.

- **A chance to host** a half hour cookery demonstration on the main stage
- **A gazebo on a 3m by 3m pitch** will be provided at the event, offering the opportunity to give out promotional material and talk about your business to 15,000 visitors
- **Your sponsor status** will be promoted to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page.

Gold Sponsor | £1,000 plus VAT

Gold sponsor benefits:

- **Inclusion of your logo** on two street banners, which will be displayed over two of Farnham's busiest streets during the Food and Drink Festival
- **Your details will be included** in the event guide, which will be inserted into the Farnham Herald and received by approximately 8,000 residents and businesses
- **Your company name, logo and a link** to your website will be displayed on the Food and Drink Festival pages of Farnham Town Council's website
- **Posters advertising the Food and Drink Festival** and your sponsorship will be displayed on 25 community noticeboards in Farnham
- **Your details will be included** on the event programme and posters which will be handed out/displayed on the day of the Food and Drink Festival
- **Press releases** will be issued to promote the Food and Drink Festival and to inform the public about your involvement as a sponsor
- **PA announcements will be made** to inform visitors that you are an event sponsor

Silver Sponsor | £600 plus VAT

Silver sponsor benefits:

- **Your details will be included** in the event guide, which will be inserted into the Farnham Herald and received by approximately 8,000 residents and businesses
- **Your company name, logo and a link** to your website will be displayed on the Food and Drink Festival pages of Farnham Town Council's website
- **Press releases will be issued** to promote the Food and Drink Festival and to inform the public about your involvement as a sponsor
- **Posters advertising the Food and Drink Festival** and your sponsorship will be displayed on 25 community noticeboards in Farnham
- **Your details will be included** on the event programme and posters which will be handed out/displayed on the day of the Food and Drink Festival
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **PA announcements will be made** to inform visitors that you are an event sponsor.



Bronze Sponsor | £300 plus VAT

Bronze sponsor benefits:

- **Your details will be included** in the event guide, which will be inserted into the Farnham Herald and received by approximately 8,000 residents and businesses
- **Your company name, logo and a link** to your website will be displayed on the Food and Drink Festival pages of Farnham Town Council's website
- **Your details will be included** on the event programme and posters which will be handed out/ displayed on the day of the Food and Drink Festival
- **Your sponsor status will be promoted** to the Town Council's 3,000 followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **PA announcements will be made** to inform visitors that you are an event sponsor
- **Press releases will be issued** to promote the Food and Drink Festival and to inform the public about your involvement as a sponsor.



"Personnel Selection have sponsored the Christmas Lights Switch on and Farnham in Bloom for Farnham Town Council for many years, receiving excellent brand and media visibility to a large audience. We benefit from the sponsorship, as it portrays our values and increases our exposure to both clients and candidates in the support of local business relationships and the high level of service that we provide. We are proud to partner with the Council who place great emphasis on and share our interest in supporting the local community."

Emma Ganner
Branch Manager
Personnel Selection



Gin Festival

Marking the beginning of the Food and Drink Festival fortnight, Farnham's Gin Festival is an essential event for gin-lovers keen to find the latest small producer, mingle with national distillers and hear from experts. Taking place over two evenings, the festival has grown in popularity since it began in 2017. While we have kept the atmosphere fun to reach a varied audience, the Gin Festival is the perfect opportunity to bring your business to a discerning Farnham audience.



Gold Sponsor | £1,000 plus VAT

Gold sponsor benefits:

- **Company logo on a banner** displayed above one of Farnham's busiest streets
- **Company logo on a banner** displayed above the stage at the event
- **Logo on a promotional A5 postcard that will be sent to every household** in the GU9 postcode area (22,000 homes)
- **Logo included on posters** around the town including 25 community noticeboards and on posters at the event
- **Your details will be included** in the event guide, which will be received by approximately 8,000 residents and businesses.
- **Your details will be included** in the 'Gin Guide' which will be given to each person attending the event
- **Your company name, logo and a link** to your website will be displayed on Farnham Town Council's website
- **Opportunity to promote your business** at the event and talk to attendees about your business

- **A number of press releases will be issued** to promote the Gin Festival. The Gold Sponsor will be acknowledged in every release and will be given the opportunity to attend a photo call
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Your sponsor status will be promoted** to the Town Council's 3000+ followers on Twitter
- **An agreed number of complimentary tickets** for the Gin Festival
- **PA announcements will be made** to inform visitors that you are an event sponsor.

Silver Sponsor | £600 plus VAT

Silver sponsor benefits:

- **Your details will be included** in the event guide, which will be received by approximately 8,000 residents and businesses.
- **Your company name, logo and a link** to your website will be displayed on Farnham Town Council's website
- **A number of press releases will be issued** to promote the Gin Festival and to inform the public about your involvement as a sponsor



- **Your company name, logo and a link** to your website will be displayed on Farnham Town Council's website
- **Posters advertising the Gin Festival and your sponsorship** will be displayed on 25 community noticeboards and on posters at the event
- **Your details will be included** in the 'Gin Guide' which will be given to each person attending the event
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Your sponsor status will be promoted** to the Town Council's 3000+ followers on Twitter
- **VIP** invite to events.

Improving Well-being | £1,000 plus VAT

Now in its third year, Farnham's annual Health and Well-being Open Morning takes place at Farnham Hospital and is run in partnership with Friends of Farnham Hospital and Centre for Health. It is supported by GP practices and the Farnham Integrated Care Centre.

The aim of the open morning is to promote the extensive range of well-being services available to people living in Farnham. For sponsors, this is an opportunity to reach a wide range of people who are thinking about ways to improve their health and well-being. The positive nature of the event and broad appeal is likely to make this popular with sponsors.



Bronze Sponsor | £300 plus VAT

Bronze sponsor benefits:

- **Your company name, logo and a link** to your website will be displayed on Farnham Town Council's website
- **A number of press releases** will be issued to promote the Gin Festival and to inform the public about your involvement as a sponsor
- **Your details will be included** in the 'Gin Guide' which will be given to each person attending the event
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page
- **Your sponsor status will be promoted** to the Town Council's 3000+ followers on Twitter
- **Tickets** to the Gin Festival.

Christmas in Farnham

Christmas begins in mid-November in Farnham with the official lights switch-on. Then in early December, thousands flock to the town for the Christmas Market – one of the largest of its type in the South East and highly popular with Christmas shoppers.

We suggest a combination of items in our sponsorship packages for the festive period. If you would like to mix and match in a different way or tailor a sponsorship opportunity to suit your business, get in touch.

Principal Sponsor | £4,000 plus VAT

Principal sponsor benefits:

- **Inclusion of your business name, logo and sponsorship** status on two street banners, which will be displayed over two of Farnham's busiest streets for up to four weeks
- **The audience will be made aware** of your support from the banner that will form the backdrop for entertainment on the stage at the Christmas lights switch-on



- **Your logo will appear on the banner** that will be displayed across the stage at the Christmas Market
- **Your details will be included** on the front cover of the Christmas in Farnham guide. In total, 8,000 copies are printed and distributed via information points around the town
- **An A5 postcard will be sent by the Royal Mail to around 22,000 households and businesses** in the GU9 Farnham postcode to promote the event and your support as the Principal sponsor
- **Your company name, logo and a link** to your website will be displayed on the Christmas in Farnham pages of Farnham Town Council's website
- **Your details will be included** on the event posters and flyers which will be displayed at information points in and around Farnham and on 25 community noticeboards
- **Logo included** on purchased third party advertising space
- **Your details will be included** on the event programme and posters
- **PA announcements will be made** to inform visitors that you are an event sponsor
- **A number of press releases** will be issued to promote the Christmas lights switch-on and Christmas Market. The Principal sponsor will be acknowledged in every release and will be given the opportunity to attend a photo call and provide a quote
- **A gazebo on a 3m by 3m pitch** will be provided at both events so you can share the excitement of the event
- **Your sponsor status will be promoted** to the Town Council's followers on Facebook and Twitter.



Christmas Lights Switch-On

Gold Sponsor | £1,000 plus VAT

Gold sponsor benefits:

- **Inclusion of your business name, logo and sponsorship status** on two street banners, which will be displayed over two of Farnham's busiest streets for the lead up to the Christmas lights switch-on
- **An A5 postcard will be sent by Royal Mail to around 22,000 households and businesses** in the GU9 Farnham postcode to promote the event and your support as the Gold Sponsor
- **The audience will be made aware of your support** from the banner that forms the backdrop for entertainment on the stage at the Christmas lights switch-on
- **Your details will be included** in the Christmas in Farnham guide which includes details about Christmas events happening across the town. In total, 8,000 copies are printed and distributed via information points around the town
- **Your company name, logo and a link** to your website will be displayed on the Christmas lights switch-on page of Farnham Town Council's website



Christmas Lights

Contact us if you would like to know more about sponsoring a particular Christmas lights feature outside or near your premises.

- **Your details will be included** on the event posters and flyers which will be displayed at information points in and around Farnham and on 25 community noticeboards
- **PA announcements will be made** to inform visitors that you are an event sponsor
- **Your company name and sponsor status** will be included in pre and post event press releases about the Christmas lights switch-on
- **A gazebo on a 3m by 3m pitch** will be provided so you can further advertise your business by displaying information to a large audience or give out promotional items
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter and Facebook page.



Silver Sponsor | £600 plus VAT

Silver sponsor benefits:

- **Your details will be included** in the Christmas in Farnham guide which includes details about Christmas events happening across the town. In total, 8,000 copies are printed and distributed via information points around the town
- **PA announcements will be made** to inform visitors that you are an event sponsor
- **Your company name, logo and a link** to your website will be displayed on the Christmas lights switch-on page of Farnham Town Council's website
- **Your company name and sponsor status** will be included in pre and post event press releases about the Christmas lights switch-on
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support and involvement** will be shared on the Town Council's Facebook page.

Bronze Sponsor | £300 plus VAT

Silver sponsor benefits:

- **Your details will be included** in the Christmas in Farnham guide which includes details about Christmas events happening across the town. In total, 8,000 copies are printed and distributed via information points around the town
- **Your company name, logo and a link** to your website will be displayed on the Christmas lights switch-on page of Farnham Town Council's website
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support and involvement** will be shared on the Town Council's Facebook page
- **Your company name and sponsor status** will be included in pre and post event press releases about the Christmas lights switch-on.



Christmas Market

Gold Sponsor | £1,000 plus VAT

Gold sponsor benefits:

- **Inclusion of your business name, logo and sponsorship status** on two Christmas Market street banners, which will be displayed over two of Farnham's busiest streets for up to three weeks
- **Your logo details will be included** on the front cover of the Christmas in Farnham guide which includes details about Christmas events happening across the town. In total, 8,000 copies are printed and distributed via information points around the town
- **An A5 postcard will be sent by the Royal Mail to around 22,000 households and businesses** in the GU9 Farnham postcode to promote the event and your support as the gold sponsor
- **Your company name, logo and a link** to your website will be displayed on the Christmas Market pages of Farnham Town Council's website
- **Your details will be included** on the event posters and flyers which will be displayed at information points in and around Farnham
- **Your company name and sponsor status** will be included in pre and post event press releases about the Christmas Market
- **Your details will be included** on the event programme which will be handed out/displayed on the day of the Christmas Market
- **PA announcements will be made** to inform visitors that you are an event sponsor
- **A gazebo on a 3m by 3m pitch** will be provided so you can talk to visitors, give out promotional material and/or sell goods
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support and involvement** will be shared on the Town Council's Facebook page.



Silver Sponsor | £600 plus VAT

Silver sponsor benefits:

- **Your details will be included** in the Christmas in Farnham guide which includes details about Christmas events happening across the town. In total, 8,000 copies are printed and distributed via information points around the town
- **Your company name, logo and a link** to your website will be displayed on the Christmas Market pages of Farnham Town Council's website
- **Your details will be included** on the event posters and flyers which will be displayed at information points in and around Farnham and on 25 community noticeboards
- **PA announcements will be made** to inform visitors that you are an event sponsor



- **Your company name and sponsor status** will be included in pre and post event press releases about the Christmas Market
- **Your details will be included** on the event programme which will be handed out/displayed on the day of the Christmas Market
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support and involvement** will be shared on the Town Council's Facebook page.



Bronze Sponsor | £300 plus VAT

Bronze sponsor benefits:

- **Your details will be included** in the Christmas in Farnham guide which includes details about Christmas events happening across the town. In total, 8,000 copies are printed and distributed via information points around the town
- **Your company name, logo and a link** to your website will be displayed on the Christmas Market pages of Farnham Town Council's website
- **PA announcements will be made** to inform visitors that you are an event sponsor
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support and involvement** will be shared on the Town Council's Facebook page
- **Your company name and sponsor status** will be included in pre and post event press releases about the Christmas Market
- **Your details will be included** in the event programme, which will be handed out on the day of the Christmas Market.

Sponsorship in kind

Many businesses contribute to the success of Farnham's events by contributing their time or providing us with donations such as refreshments or prizes that we can use in competitions for children.

Civic Christmas Carol Service

This Farnham tradition is all about celebrating the meaning of Christmas and thanking the community for all they do for the town.

Hosted by the Mayor, the traditional carol service is held in one of Farnham's beautiful churches and includes a reception where all guests can enjoy complimentary refreshments.

Half the tickets are given to local community groups to thank them for their work. The remainder are allocated via a ballot in the Farnham Herald.



Principal Sponsor | £2,500 plus VAT

Principal sponsor benefits:

- **Opportunity to entertain clients** at the drinks reception
- **Your support will be acknowledged** through editorial in the order of service
- **A mention in the Christmas in Farnham guide.** In total, 8,000 copies are printed and distributed via information points around the town
- **A link to your website, your company name and logo** will be displayed on the Civic Christmas Carol Service page of Farnham Town Council's website
- **A number of press releases will be issued** to promote the event and will include acknowledgement of your support
- **As Principal sponsor, you will be offered the opportunity** to take part in a photo opportunity with the Mayor
- **Your logo will be included** on posters which will be displayed on the town's 25 community noticeboards
- **You will receive a mention** in the Town Council's electronic newsletter
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** and involvement will be shared on the Town Council's Facebook page.

Advertising

If you would like to appear in 25,000 copies of the annual Residents' Guide or be seen by the thousands of tourists who visit the town, please enquire about advertising in our Residents' Guide and our biennial Visitors' Guide.

Music in the Vineyard

Music in the Vineyard is ideal for businesses wishing to promote themselves in the sometimes tricky post-Christmas period.

The Vineyard Church hosts afternoon concerts on the fourth Sunday of January, February, March and April. Music lovers enjoy live music and homemade cakes from the charity tea stand.

If early in the year is the time to hit your target market, sponsoring Music in the Vineyard could tick the box for your business.

Gold Sponsor | £750 plus VAT

Gold sponsor benefits:

- **5,000 postcards promoting your involvement** will be printed and distributed. These postcards last the entire year as they also promote the Farmers' Market dates. The postcards will be distributed at key information points in the town and are given out at events
- **Your company logo displayed** on a street banner over one of Farnham's busiest streets
- **Your company name, logo and a link** to your website will be displayed on the Music in the Vineyard page of Farnham Town Council's website
- **Your details will be included** in posters and large A-boards promoting the event including 25 community noticeboards
- **Your support will be recognised** on a banner that will be displayed in a prominent position during the event



- **PA announcements will be made** to inform visitors that you are an event sponsor
- **Press releases will be issued** to promote Music in the Vineyard and to inform the public of your involvement as a sponsor
- **Opportunity to promote** your business at the event and chat to the people that attend each concert
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** will be shared on the Town Council's Facebook page.

Concert Sponsor | £200 plus VAT

There are opportunities to sponsor a specific concert. Sponsor benefits:

- **Your details will be included** in posters and large A-boards promoting the event including 25 community noticeboards
- **PA announcements will be made** to inform visitors that you are an event sponsor
- **Your company name, logo and a link** to your website will be displayed on the Music in the Vineyard page of Farnham Town Council's website
- **Press releases will be issued** to promote Music in the Vineyard and to inform the public of your involvement as a sponsor
- **Your sponsor status will be promoted** to the Town Council's 3,000+ followers on Twitter
- **Posts about your support** will be shared on the Town Council's Facebook page.

Farmers' Market Sponsorship

Reach new customers by sponsoring the regular Farmers' Markets. Thank you Specsavers for being our 2018 sponsor.

Events Calendar

Farnham is a lively and active town so, whether you are a sponsor, resident, visitor or local business, please do come along to a Farnham Town Council event in 2019.

More details can be found at www.farnham.gov.uk or call 01252 712667.

Sunday 27 January, 3-5pm

Music in the Vineyard
The Vineyard Centre,
Church House, Union Road

Saturday 9 February, 7pm
Mayor's Charity Concert
Medici Theatre, Weydon School

Sunday 24 February, 3-5pm

Music in the Vineyard
The Vineyard Centre,
Church House, Union Road

Saturday 23 March to Saturday 30 March

Spring Big Clean
Town centre

Sunday 24 March, 3-5pm

Music in the Vineyard
The Vineyard Centre,
Church House, Union Road

Saturday 30 March

Great British Spring Clean

April – date to be confirmed

Farnham in Bloom Launch Evening

Tuesday 9 April and Thursday 11 April

Bloomin' Kids' Workshops
West Street greenhouses

Sunday 28 April, 3-5pm

Music in the Vineyard
The Vineyard Centre,
Church House, Union Road

Thursday 22 May

Greenhouse Open Day
West Street greenhouses

Sunday 19 May to Sunday 2 June

Farnham Walking Festival

Sunday 26 May

Spring Festival
Gostrey Meadow

June

Farnham Flash Festival

Sunday 30 June

Picnic in the Park
Gostrey Meadow

July – date to be confirmed

South & South East in Bloom
Judging Days

Sunday 1 September

Allotment Show
Gostrey Meadow

Friday 13 September to Saturday 14 September

Farnham Gin Festival

Sunday 29 September

Food and Drink Festival

October

Craft month

Thursday 10 October

Schools' Presentation and
Awards Evening

Saturday 12 October to Saturday 19 October

Autumn Big Clean Week
Town centre

Autumn Halterm

Bloomin' Kids' Workshops

Thursday 14 November

Venison Dinner

Saturday 16 November

Christmas Lights Switch-on

Sunday 8 December

Christmas Market

Thursday 12 December

Civic Christmas Carol Service

Regular Events

Fourth Sunday of the month, 10am to 1.30pm

Farmers' Market
Central car park

Every Sunday from 2 June to 1 September, 3-5pm

Music in the Meadow
Gostrey Meadow

A full events calendar showing many more events in Farnham can be seen at www.farnham.gov.uk.

AT A GLANCE



Benefits of the Main Sponsorship Opportunities



"We sponsored Christmas in Farnham 2018 and had the pleasure of attending the Christmas Market where there was such a fantastic atmosphere. We have been doing business in the area for over 30 years and loved having the opportunity to be amongst so many customers, residents and visitors. Events such as the Christmas Market are great for supporting the local economy and I hope businesses enjoyed a welcome boost to their day's trading figures. I also hope that having experienced Farnham at its absolute best, visitors will soon return to continue enjoying the wonderful range of independent businesses and entertainment that is regularly on offer."

Simon Essex, Patio Black Spot Removal Company

2018 Sponsors

Thank you to everybody who supported Farnham and sponsored an event, campaign or initiative in 2018. Our sponsors included:

I01 Collectors Records	Farnham Lions	Palladian Publications Ltd
Abbeyfield Wey Valley Society	Farnham Sixth Form	Personnel Selection
Alton Sports	Financial Profiles Limited	Post 19
Andrew Lodge Estate Agents	Forest Lodge Garden Centre	Red Mist Leisure
Bartlett and Austin	Frame Centre (UK)	Rotary Club of Farnham
BBS Ltd	Gill Craig Consulting	Smallbone & Sons
Bells Solicitors	Glendale	Southern Properties Management
Bloom	Graduate Landscapes	Specsavers
Borelli's Wine Bar & Grill	Greenwood and Co	Squire's Garden Centre
Bowleys Fine Shoes	Hadfields, Butt and Bowyer	St. Andrew's Freemasons
Branston Adams	Hale Lodge	Strutt and Parker
Burns & Webber	Hedgehogs of Farnham	Susanne Saville Beauty Clinic
Bushbaby Travel	Hogan International	The Duke of Cambridge
Castles Estate Agents	Hot Cake TV	The Patio Black Spot Removal Co.
Cathcart & Winn	ISS UK	Thorne-Leggett Funeral Directors
Clare Laughland Interiors	John Hall Plants Ltd	Time Dental
Curchod & Co	Kents Property Ltd	Trueman and Grundy
Downing Street Medical Practice	Kidd Rapinet	Vale Furnishers
EJR Accounting	Kings Lodge	Vantage Publishing Ltd
Elmsleigh House Dental Clinic	Krema	Waitrose
Elphicks Ltd	La Femme Beauty Salon	Wheatsheaf Bar and Grill
Falcon R. J. Ltd	Laly's Chemist	Wildflower Turf
Farnham & District Homemakers	Lynx Digital Farnham	Wiltshire & Sons
Farnham Bathroom Company	Marula Tree	Winkworth Estate Agents
Farnham Castle Street Residents' Association	Mercure Bush Hotel	Wood Floors of Farnham
Farnham Chiropractic Wellness Centre	Mo Mo Station	Zapita
Farnham Furnishers	Net Technical Solutions	X-Mil
Farnham Herald	New Ashgate Gallery	
Farnham Institute	O'Reilly UK Ltd	
	Packhouse	
	Paisley Cat Ltd	

2018 Principal and Gold Sponsors

Thank you to:



Principal sponsor of
Summer in Farnham



Principal sponsor of the
Food and Drink Festival



Principal sponsor of
Christmas in Farnham



Corporate sponsor of
Farnham in Bloom



Gold sponsor of the
Spring Festival



Gold sponsor of the
Spring Festival



Gold sponsor of Picnic
in the Park



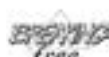
Gold sponsor of Picnic
in the Park



Gold sponsor of the
Gin Festival



Gold sponsor of the
Gin Festival



Gold sponsor of the
Walking Festival



Gold sponsor of the
Food and Drink Festival



Gold sponsor of the
Christmas Lights Switch On



Gold sponsor of the
Christmas Market



Gold sponsor of the
Christmas Market



Gold sponsor of the
Christmas Market



Gold sponsor of the Civic
Christmas Carol Service



Gold sponsor of
Farnham in Bloom



Gold sponsor of
Farnham in Bloom



Gold sponsor of
Farnham in Bloom



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Gold sponsor of
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Gold sponsor of
Farnham in Bloom



Thanks its key partners



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