

Invest in Farnham 2023 >>

Sponsorship opportunities
for all businesses

Where great
things happen

- Three times gold medallist at RHS Britain in Bloom
- Winner of multiple gold awards and category winners at South & South East in Bloom
- Designated as England's first World Craft Town
- Crowned Council of the Year by the National Association of Local Councils



Welcome



Farnham Town Council supports local businesses by providing business growth opportunities and in 2023 we are working with local businesses to create a new Business Improvement District.

A year-round events programme provides an incentive for people to stay local and shop local. Events such as the Food & Drink Festival and Christmas Lights Switch-On bring thousands of people into the town centre – a great opportunity for retailers and the hospitality sector.

For businesses that are not on the high street, there's no need to miss out! We offer a wide-ranging sponsorship package which will give you exposure to thousands of people. For £80 you can sponsor a hanging basket which will be seen and enjoyed by town centre shoppers or spend a bit more and be an exclusive principal sponsor for a major event.

Whatever your budget or objectives for sponsoring, we can provide a package that will work for you. This guide gives you an indication of the packages we offer but the content is flexible and payment by instalment can be offered on premium packages.

If you are aiming to make your business name a household name in Farnham, please do have a chat with us about how we can help.

We look forward to partnering with you.

Iain Lynch
Town Clerk





Contents

- 4 Farnham in Bloom
- 5 Bloomin' Kids' Gardening Workshops
- 6 Farmers' Markets
- 7 Music in the Vineyard
- 7 Farnham Literary Festival
- 8 Summer programme
- 8 Sustainability Festival
- 9 Walking Festival
- 10 Music in the Meadow
- 11 Proms and Pop in the Park
- 12 Shows for young people
- 13 Food and Drink Month
- 14 Gin and Fizz Festival
- 15 Food and Drink Festival
- 16 October Craft Month
- 17 Venison Dinner
- 18 Christmas in Farnham
- 18 Christmas Lights Switch-On
- 19 Civic Christmas Carol Service
- 20 Christmas Market
- 21 Calendar of events
- 22-35 Sponsorship packages
- 35 Contact details
- 36 2022/23 Principal and Gold sponsors



Farnham Town Council

South Street, Farnham, GU9 7RN

Tel: 01252 712667

Email: customer.services@farnham.gov.uk

Website: www.farnham.gov.uk

Twitter and Facebook: [@farnhamofficial](https://twitter.com/farnhamofficial)

No part of this publication may be used or reproduced without the written permission of Farnham Town Council.

Photos: Farnham Town Council, Alan Arthurs, Natalia Sharamova and Glenn Harvey.

In this guide we provide an indication of our suggested benefits and marketing opportunities. These will be discussed with you and may be subject to change.

Farnham in Bloom

In 2022, judges from South & South East in Bloom branded Farnham as the most floral town across their entire region.

This is an honour which makes us feel very proud and is something we want to share with you. Although flowers form the focal point of Farnham in Bloom there is a lot more that goes on behind the scenes. Farnham in Bloom involves the whole community and brings positive benefits to every neighbourhood in Farnham, schools and community groups.

It is the positive impact that Farnham in Bloom has on the community and the environment that has made it Farnham Town Council's most successful and decorated project.



Key takeaways

- Three times gold medallist at Britain in Bloom.
- Five top awards won at South & South East in Bloom 2022.
- 28,000 volunteer hours donated.
- 11 schools involved.
- 250 hanging baskets and 100 planters display sponsors' details.
- Community-wide competitions.
- Community litter picks.
- Free gardening workshops for kids.
- Greenhouse open day.
- Support given to over 50 community groups.
- Over 800 followers on social media.

For your sponsorship package and benefits see page 22

Bloomin' Kids Gardening Workshops

Free gardening and craft workshops for children aged five and over.

The workshops are held at Easter and during the October half term and are always fully booked.

Parents/carers accompany their children.



Winter Hanging Basket

Bring some colour into the community by sponsoring a winter hanging basket. For £40 we will plant the basket with winter pansies and display it between November and April.



Team away day

We can organise team away days at our community gardens and open spaces.

All you need to do is provide a team of willing volunteers. Contact us to discuss your requirements.



Being involved in Farnham in Bloom as principal sponsor has been amazing. It has been such a pleasure to support a community-led project that involves so many people and gives so much back to the town and all the surrounding villages. It also brings businesses together and closer to our customers."

Simon Essex, The Patio Black Spot Removal Company Ltd
Principal sponsor

Farmers' Markets

The Farnham Farmers' Market is a popular monthly attraction for people who love to buy fresh, local seasonal produce direct from those that grow it, rear it, make it or bake it.

As England's first World Craft Town, the market is also an outlet for local craftspeople to sell their work.

At most markets there is live music, a charity tea stand and around 45 hand-picked stallholders who are chosen for the quality of their local produce.

The market atmosphere is very relaxed and provides all the necessary ingredients for striking up some great conversations with shoppers who appreciate quality.



Key takeaways

- Held on the fourth Sunday of the month except December when the market moves to before Christmas.
- Additional people are attracted to Farnham on farmers' market days by the Food & Drink Festival, craft markets, Music in the Meadow and Music in the Vineyard which often happen on the same day.
- Established in 2001.
- Several hundred people visit each market.
- Opportunity for exclusive sponsorship.



For your sponsorship package and benefits see page 24



Music in the Vineyard

A programme of free live music concerts aimed at an older audience during the cold winter months.

The afternoon concerts are held on the last Sunday of the month in January, February and March at a convenient town centre location.

For your sponsorship package and benefits see page 25



Farnham Literary Festival

3 to 12 March 2023

Over 2,500 people took part in 50 events during the inaugural Farnham Literary Festival, and this year, the event is expected to be even more successful.

Farnham Literary Festival aims to inspire, enthuse, educate and entertain, bringing literature, books and writing to people of all ages and interests.

Among the highlights are author visits to schools, an opening talk from a well-known author and lively discussions from expert panellists.

The breadth of events - literary walks, book-related crafts, comedy and workshops - mean that the festival is not just for the well-read but for anyone curious to try something new.

In 2023, the line-up of authors and speakers will include headline author Dame Jacqueline Wilson, prize-winning poets, best-selling novelists and oral storytellers alongside journalists, academics, comedians and more.

A particular highlight of the festival is how great use is made of some of Farnham's much loved and familiar buildings, particularly those linked to culture and learning.



Key takeaways

- Over 50 events at eight culturally interesting venues.
- 2,500+ people expected to take part.
- Wide appeal for all age groups.
- A celebration of the spoken and written word.
- Many events are free.
- Participation by famous authors.
- Competitions.
- Introduction to new talent.
- Sponsor the whole festival or an individual element.

For your sponsorship package and benefits see page 25



Summer Principal Sponsor

Get in on Farnham's summer of fun by securing the exclusive opportunity to be the Principal sponsor of the summer programme of events.

From May to early September, you will receive positive exposure at the Sustainability Festival, the two-week long Walking Festival, Farnham's biggest community picnic and weekly live music concerts attended by hundreds.

This package is a great way to reach Farnham's environmentally conscious as well as families and older couples.

As Principal sponsor you will receive a wide-ranging package of benefits which will see your organisation's name presented to thousands of people over a period of over four months.

For your sponsorship package and benefits see page 26

Sustainability Festival 11 June 2023



Farnham Sustainability Festival is a celebration of how to live a more sustainable life for the benefit of the planet, communities and our health and well-being.

The family-friendly event offers the opportunity for visitors to try their hand at new skills and meet local organisations, charities, artisans, food and drink producers and small businesses who all share a passion for sustainability. There is also live music and a talks tent.

Previous festivals have attracted people of all ages who have an interest in learning how they can reduce their impact on the environment, both individually and collectively.

Farnham Town Council organises the festival in collaboration with Farnham Community Farm.



Key takeaways

- Attracts hundreds of people interested in the environment and wellbeing.
- Held at Gostrey Meadow.
- Takes place on the 11 June.
- Involves community groups.

For your sponsorship package and benefits see page 26

Walking Festival

13 May to 4 June

The Walking Festival is a chance for walkers to discover Farnham and could also be an opportunity for them to discover your business too!

Farnham has much to celebrate when it comes to the great outdoors. The Walking Festival allows people to experience the health benefits, fun, companionship and sense of discovery that comes from this popular pastime.

Hundreds of people walk hundreds of miles during the two-week festival which is a firmly established feature of the summer events programme.

The festival programme is designed to appeal to as broad a range of people as possible by encompassing diverse interests. The programme also includes different levels of challenge to appeal to people with limited health and fitness levels as well as experienced and active walkers.



Key takeaways

- 30+ walks.
- Walks are led by expert guides.
- It's free to take part in the walks.
- Many walks are themed around local history, culture and wildlife.
- Includes wheelchair and pushchair friendly walks.
- Most walks are dog-friendly.



Walking is a wonderful way to stay active and presents social opportunities too. We are proud to be sponsoring the Walking Festival.

Sally Tidy Chief Executive at The Abbeyfield Wey Valley Society and Gold sponsor.

For your sponsorship package and benefits see page 27

Music in the Meadow

28 May to 3 September

Visit Farnham on a Sunday afternoon in the summer and you will hear the sound of music drifting across Gostrey Meadow.

From jazz to brass and contemporary to R&B and more, the season's programme offers an eclectic mix of music to suit all tastes.

Hundreds of people attend each concert. Some want to dance, some want to chat and others simply want to sit back and enjoy the music.

Music in the Meadow attracts a diverse audience and is a good event to sponsor if you want to reach out to people while they are relaxed and enjoying an afternoon of free entertainment.



Key takeaways

- 13 concerts.
- Free to attend.
- Attended by hundreds.
- Attracts all generations.
- Coincides with the monthly farmers' market.
- Sponsor the season or an individual concert.

For your sponsorship package and benefits see page 27



Proms and Pop in the Park

Sunday 25 June



People of all ages love to come together for an afternoon of food, community and music at Proms and Pop in the Park.

The format is simple – people bring along a picnic or buy something from the many refreshment stalls and then sit back for an afternoon of live music.

The event is free to attend and features music from midday until the early evening. Each band brings a different flavour to the afternoon with music ranging from traditional to contemporary.

Proms and Pop in the Park is held on the day after Farnham Carnival and offers a relaxed atmosphere for picnickers.



Key takeaways

- Six hours of free, live music.
- Additional entertainment for children.
- A community event for all ages.
- Refreshments.
- Thousands attend throughout the day.
- Held at Gostrey Meadow
- Takes place the day after Farnham Carnival.

For your sponsorship package and benefits see page 28



Shows for Young People

Summer holidays

Throughout the summer there are a number of events specifically for young people. Shows such as the Extreme Mountain Bike show visit Farnham.

The stunt riders impress the audience with their breathtaking tricks which include jumping on and off platforms and vehicles, stunning balancing tricks and jumping with a single wheel from narrow beams.

The day usually includes live music, food and BMX, skateboarding and scooter coaching sessions.



Key takeaways

- At least two events aimed at teens and 'teenies'.
- Visited by hundreds of young people and parents/carers.
- Free to attend.
- Held at Gostrey Meadow.
- Mid-week events held during the summer holidays.
- Free shuttle bus.

For your sponsorship package and benefits see page 28



Allotment Show

Local allotment holders show off their best produce in a traditional fruit and vegetable competition with categories for chutneys and preserves using allotment ingredients as well as cakes and biscuits and a children's competition.

This event reaches a wide audience of all ages and has a great community feel.

For your sponsorship package and benefits see page 28

Food and Drink Month Principal sponsor

September



Farnham serves up a big celebratory helping of food and drink in September.

The month begins with the Gin and Fizz Festival – perfect for entertaining clients.

The month concludes with one of the south's most popular one-day food and drink festivals, which takes over most of the town centre.

The events attract thousands of people who appreciate quality food and enjoy the social aspect of discovering and sharing new culinary experiences.



Key takeaways

- Food and Drink month is in September.
- Thousands of people attend the events.
- Events include the Gin and Fizz Festival, Farmers' Market and Food and Drink Festival.
- Opportunities for corporate entertainment.
- A celebration of local, regional, national and international food drink and culinary expertise.

For your sponsorship package and benefits see page 29



Gin and Fizz Festival 2 September

Fizz has joined gin to give this popular festival even greater appeal.

The ticket-only festival features local, national and worldwide producers, retailers and experts. As well as plenty to taste and take home, there are demonstrations from mixologists, talks from producers and question and answer sessions from wine, gin and cocktail specialists.

There is plenty to drink, live music and freshly made food from street vendors.



Key takeaways

- Experts and the amazing choice of drinks give the festival the edge over a trip to a wine bar.
- Souvenir festival glass for all guests.
- Afternoon and evening sessions.
- Ticketed event.
- Attracts people wanting a good night/afternoon out.
- Adult only.

For your sponsorship package and benefits see page 30

Food and Drink Festival

24 September

Over 150 stallholders bring high quality produce to the streets of Farnham and demonstrate their culinary skills at this wonderful free day out.

The festival features stallholders specialising in different food traditions from around the globe as well as producers championing the best of British or English regional cuisine. There are cookery demonstrations from top class chefs, drink demonstrations, the ever-popular chilli eating competition and farmers' market.

Farnham Food and Drink Festival has become one of the largest one-day festivals of its type in the southeast and attracts visitors from all over Surrey and beyond. It has a growing reputation among foodies for bringing together an impressive breadth and quality of food and drink.



Key takeaways

- Thousands of people visit this one-day festival.
- Covers Castle Street, The Borough, The Bush courtyard and part of Central car park.
- Free shuttle bus.
- Over 150 stalls dedicated to food and drink.
- Live food and drink demonstrations.
- Attracts all age groups but particularly people in their 20s, 30s and 40s.

For your sponsorship package and benefits see page 31

October Craft Month and World Craft Town

1-31 October



Farnham is England's first World Craft Town and so the month of October is dedicated to craft.

Throughout October, there is a comprehensive programme for beginners who want to try their hand at craft for the first time, activities for more experienced crafters and makers plus a whole host of exhibitions, markets, festivals and outdoor activities. Many events are free.

Events happen across the whole of Farnham and at other times of the year. They attract people from Farnham and beyond.

There are fantastic opportunities for you to get involved and for your brand to be seen.



Key takeaways

- Thousands of people take part throughout October.
- Over 100 events and activities.
- Events cover the whole of Farnham.
- Farnham was awarded World Craft Town status in 2020.

For your sponsorship package and benefits see page 32



Venison Dinner

Friday 10 November

The Venison Dinner is the most historic black-tie dinner in Farnham.

The tradition dates back to 1605 when the bailiffs and burgesses of Farnham arranged for a venison dinner to be offered to the townspeople in an attempt to discourage them from poaching deer in Farnham Park. Nowadays, the meal is an opportunity for the people of Farnham to dress up and enjoy a formal but relaxed meal among friends with some entertaining speeches to introduce formal toasts to the town and responses. The dinner is attended by the Mayor of Farnham and guests are typically aged 40+.

The dinner is a special occasion to entertain clients or colleagues and is a celebration that is unique to Farnham.



Key takeaways

- Held at The Bush Hotel.
- Five course meal, which includes wine.
- Ticketed event.
- All welcome.
- Entertaining speeches from well-known local people.
- Opportunities available to sponsor a table or the whole event.

Contact us to discuss your tailor-made sponsorship package.

Christmas in Farnham Principal Sponsor November and December

Farnham celebrates Christmas in style with a minimum of three quality events making up the Christmas in Farnham package.

The countdown to Christmas includes the Christmas lights switch-on, Civic Christmas Carol Service, the Christmas Market and festive farmers' market.

As Principal sponsor you will secure exposure to thousands of people from Farnham and the surrounding area making this a package which offers excellent value for money.



Key takeaways

- Be seen by thousands of people.
- Events bring people into town and encourage support of the local economy.
- Community-wide celebrations.
- Audiences include families, older people and couples.
- Events happen over five weeks.

For your sponsorship package and benefits see page 32



Christmas Lights Switch-On 18 November

Families gather for an afternoon of festive fun at Farnham's Christmas lights switch-on.

On the stage, there is non-stop live entertainment by 15 local schools and musical theatre and performance groups.

Attractions include a novelty ride such as a bucking reindeer, a live nativity, free Santa's grotto and around 25 stalls selling food, drink and gifts.

New lights are planned for 2023/24 and will be switched on by the Mayor and a special guest.



Key takeaways

- Thousands of families attend.
- Involves around 15 local schools and performance groups.
- People are brought into the town.
- Switch-on marks Farnham's official countdown to Christmas.

For your sponsorship package and benefits see page 33



Civic Christmas Carol Service

6 December



An event for people who enjoy the more formal traditions associated with Christmas.



The Christmas service is hosted by the Mayor of Farnham and includes readings, seasonal music and singing from the internationally acclaimed Farnham Youth Choir.

Half the seats at the service are allocated to representatives and volunteers from local good causes and community groups. The remainder are offered to the wider Farnham community to apply for through a ballot in the Farnham Herald.

The service brings together people from all walks of life in the local community and captures the meaning of Christmas beautifully.



Key takeaways

- Sell-out concert.
- Attended by hundreds.
- Performance by an internationally acclaimed choir.
- Exclusive sponsorship opportunity.

For your sponsorship package and benefits see page 35

Christmas Market

10 December

Farnham's Christmas Market prides itself on featuring over 150 stalls with an emphasis on local, quality products.

The Christmas marketplace covers Castle Street, The Borough, The Bush Hotel and the Ivy Lane Club, selling gifts, crafts, accessories, Christmas items, food, drink and more. Happening alongside the market is the Farmers' Market in Central car park.

Previous markets have included live music, a mini fairground for children, live nativity, Santa's grotto and a free shuttle bus all of which is made possible by the support of sponsors.

Many of the town centre shops and businesses open on the day of the market and offer a warm welcome to Christmas shoppers.



Key takeaways

- A high-quality Christmas market which attracts thousands.
- Over 200 stalls.
- Free family entertainment.
- Live music.
- Festive atmosphere.
- Takes place two weeks before Christmas.

For your sponsorship package and benefits see page 34



Calendar of events 2023

January

Sunday 22
Farmers' Market

Sunday 29
Music in the Vineyard

February

Sunday 26
Farmers' Market

Sunday 26
Music in the Vineyard

March

3 - 12
Farnham Literary Festival

Saturday 25
Bloomin' Communities Group Fair

Saturday 25
Bloomin' Litter Pick

25 March - 10 April
Great British Spring Clean

Sunday 26
Farmers' Market

Sunday 26
Music in the Vineyard

April

Sunday 2
Antiques and Brocante street market

11 & 13
Easter Bloomin' Kids' Activities

Sunday 23
Farmers' Market

May

13 May - 4 June
Walking festival

Sunday 21
Arts and Craft street market

Sunday 28
Farmers' Market

Sunday 28
Music in the Meadow

June

Sunday 4
Music in the Meadow

Sunday 11 June
Antiques and Brocante street market

Sunday 11
Sustainability Festival

Sunday 18
Music in the Meadow

Sunday 25
Farmers' Market

Sunday 25
Proms and Pop in the Park

July

Allotment Show
Date tbc

Sunday 2
Music in the Meadow

Sunday 9
Music in the Meadow

Sunday 16
Music in the Meadow

Sunday 16
Ethical Vegan Market

Sunday 23
Music in the Meadow

Sunday 30
Farmers' Market

Sunday 30
Music in the Meadow

August

Sunday 6
Music in the Meadow

Sunday 13
Music in the Meadow

Sunday 20
Music in the Meadow

Sunday 27
Farmers' Market

Sunday 27
Music in the Meadow

September

Saturday 2
Gin & Fizz Festival

Sunday 3
Music in the Meadow

Sunday 10
Antiques and Brocante street market

Sunday 24
Food and Drink Festival

Sunday 24
Farmers' Market

October

1- 31 October
World Craft Town -
October Craft month

Sunday 22
Farmers' Market

Tuesday 24
Autumn Bloomin' Kids'
Activities

Sunday 29
Arts and Craft street market

November

Friday 10
Venison Dinner

Saturday 11
Bloomin' Litter Pick

Sunday 12
Remembrance Sunday Parade

Saturday 18
Christmas Lights Switch-On

Sunday 19
Antiques and Brocante
street market

Sunday 26
Farmers' Market

December

Wednesday 6
Civic Christmas Carol Service

Sunday 10
Christmas Market

Sunday 10
Farmers' Market

Farnham in Bloom

All year round event - see pages 4-5

SPONSOR BENEFITS	PRINCIPAL	GOLD	SILVER
Exclusivity as the one and only Farnham in Bloom Principal sponsor	●		
EVENTS			
An invitation for you and guests to all Farnham in Bloom events. This includes the launch and community awards ceremony	● 5 GUESTS	● 4 GUESTS	● 3 GUESTS
The chance to present a number of awards at the prestigious end of year community awards ceremony	●		
The opportunity to provide promotional material advertising your company at all Farnham in Bloom events.	●		
PUBLICITY			
Inclusion of your company logo on all Farnham in Bloom publicity, including newsletters, posters, invitations and souvenir programmes	●		
Your business name (and logo for Principal sponsors) will be added to the Farnham in Bloom sponsors' board in South Street	●	●	●
Promotion of your sponsorship level, business name, logo and contact details will be displayed on troughs or planters in prominent town centre locations	● 5 LOCATIONS	● 2 LOCATIONS	● 1 LOCATION
Your logo on all street banners which are displayed in Downing Street before and during judging	●		
Inclusion of your photo and a quote in the next edition of Invest in Farnham	●		
MEDIA			
Invitations to photo opportunities and to be quoted in relevant press releases	●		
Acknowledgement in all Farnham in Bloom press releases	●	●	●
Group photo at the sponsors' board in South Street and a mention in the supporting press release	●	●	●
DIGITAL MEDIA			
Inclusion of your company logo in the Farnham in Bloom video	●	●	●
Guest appearance in the Farnham in Bloom video	●		
A description about your business and a link to your website from Farnham Town Council's website	●	●	
A link from Farnham Town Council's website to your website			●
Mentions on Farnham Town Council's and Farnham in Bloom's social media accounts	●	●	●
Acknowledgement of your sponsorship in Farnham Town Council's newsletter which has over 1,200 subscribers		●	
	£7,500 + VAT	£2,000 + VAT	£1,000 + VAT

Commemorate a special occasion. Contact us if you would like to find out about opportunities to dedicate street furniture such as benches, planters, litter bins and bus stops.

Winter hanging basket. Brighten up the cold winter days by sponsoring a winter hanging basket for just £40. The baskets will be planted with pansies and will be on display from November to April.

Open spaces. Farnham Town Council manages • **Batting's Garden** • **Hallifax Gardens** • **Evelyn Borelli Garden of Rest** • **Haren Garden** • **Gostrey Meadow** • **Riverside**. If you, or your company, would like to be associated with supporting the running costs of managing these areas in return for suitable recognition, please contact us to discuss further.

	BRIDGES AT LONGBRIDGE AND SOUTH STREET	TRAFFIC ISLANDS	STATEMENT PLANTERS	SINGLE FLOWER TROUGHS	SUMMER HANGING BASKET
	Four flower troughs to run along one side of the bridge. Choose which side you would like your display	Choose from the traffic islands in South Street, Union Road, Dogflud Way or the roundabout in West Street for your floral display	Our three tier planters and hanging basket trees are highly visible. Be seen in East Street or Farnham Railway Station	Sponsor a trough in Central car park, Downing Street or The Borough or choose a multiple trough option. See below for details.	Displayed throughout the town centre
SPONSOR BENEFITS					
Your business name, logo and contact details displayed on a plaque on the side of the container (2 plaques on traffic islands)	●	●	●	●	
A floral display from June to October	●	●	●	●	●
We'll maintain and water the flowers	●	●	●	●	●
Your business name will be included on the Farnham in Bloom sponsors' board in South Street.	●	●	●	●	●
A link from Farnham Town Council's website to your website	●	●	●	●	●
	£500 plus VAT A saving of £200 on the price of four individual troughs	£500-£1,000 plus VAT	£400 plus VAT	£200 plus VAT	£80

Multiple trough options. Choose multiple troughs for great savings and maximum impact:

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 & 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

Bloomin' Kids Gardening Workshops

All year round event - see page 5

SPONSOR BENEFITS	PRINCIPAL
PUBLICITY	
A promotional stand at the events	●
MEDIA	
Acknowledgement in all promotional press releases	●
DIGITAL MEDIA	
Your logo and acknowledgement of your support in the FIB video. We'll circulate your promotional material to all those who register	●
Mentions on Farnham Town Council's and Farnham in Bloom's social media accounts	●
(2-day Easter workshop)	£500 + VAT
(1-day autumn workshop)	£250 + VAT



Farmers' Markets

All year round event- see page 6

SPONSOR BENEFITS	PRINCIPAL
PUBLICITY	
5,000 postcards advertising the dates of the markets and your sponsorship distributed to key information points and given out at events	●
Inclusion of your logo on a banner displayed over one of Farnham's busiest streets	●
Your details will be included on promotional posters displayed on A-boards and 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 Principal sponsor	●
Opportunity to promote your business at the event and chat to the people that attend	●
MEDIA	
Press releases will be issued to promote the Farmers' Market and to inform the public of your involvement as a sponsor	●
DIGITAL MEDIA	
Your company name, logo and a link to your website will be displayed on the Farmers' Market page of Farnham Town Council's website	●
Mentions on Farnham Town Council's social media accounts	●
Acknowledgement of your sponsorship in Farnham Town Council's enewsletter which has over 1,200 subscribers	●
	£3,000 + VAT

Music in the Vineyard series

- see page 7

SPONSOR BENEFITS	GOLD	SILVER
PUBLICITY		
5,000 postcards advertising the dates of the concerts and your sponsorship distributed to key information points and given out at events	●	
Inclusion of your logo on a banner displayed over one of Farnham's busiest streets	●	●
Your details will be included on promotional posters displayed on A-boards and 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	●	●
Opportunity to promote your business at the event and chat to the people that attend each concert	●	
MEDIA		
Press releases will be issued to promote Music in the Vineyard and to inform the public of your involvement as a sponsor	●	●
DIGITAL MEDIA		
Mentions on Farnham Town Council's social media accounts	●	●
	£1,000 + VAT	£500 + VAT

Farnham Literary Festival -

- see page 7 Individual event sponsorship available for school events, museum events etc.

SPONSOR BENEFITS	PRINCIPAL	GOLD	SILVER	BRONZE
EVENTS				
Tickets to the launch event	●	●		
PUBLICITY				
Event stage named after your organisation. Your business name will be publicised on a stage banner, in the event programme and website	●			
Logo included on 5,000 bookmarks distributed around town, bookshops and library	●	●		
Company name and logo on street banners over two of Farnham's busiest streets	●	●		
Inclusion of your logo on the main stage banner at the launch event	●			
Your logo and sponsor status included on event posters which will be displayed on A-boards around Farnham and 25 noticeboards	●	●	●	●
Logo on each stage banner	●			
Advert in programme	●			
Logos on front page of programme	●	●		
MEDIA				
Photo opportunity and inclusion of a quote in the launch press release	●	●		
Acknowledgement of your sponsorship and status in every festival press release	●	●		
Promotion of your sponsorship in third party adverts and advertorials	●			
DIGITAL MEDIA				
Your company name, logo and link to your website will appear on the Farnham Literary Festival website	●	●		
Mention of your sponsorship in Farnham Town Council's newsletter which is received by 1,200+ subscribers	●			
	£3,000 + VAT	£1,000 + VAT	£500 + VAT	£300 + VAT

Summer events – Principal sponsor - see page 8

SPONSOR BENEFITS	PRINCIPAL
PUBLICITY	
5,000 postcards advertising the summer programme of events and your sponsorship distributed to key information points and given out at events	●
Your support will be acknowledged on a banner which will be permanently displayed on the bandstand at all Music in the Meadow concerts throughout the season	●
Inclusion of your logo on banners displayed over two of Farnham's busiest streets	●
A gazebo on a 3x3m pitch at up to three Music in the Meadow events so you can showcase your business and undertake additional promotional activities	●
Display your marketing material in the information tent at each Music in the Meadow concert and have it seen by hundreds of people	●
You'll receive a mention over the PA system at every Music in the Meadow concert. Let us know if there is something specific you wish to promote and we'll arrange for it to be announced	●
Inclusion of your photo and a quote in the 2023 edition of the Invest in Farnham sponsorship guide	●
Your sponsorship will be promoted on community noticeboards and event posters	●
MEDIA	
To announce your sponsorship, you will be invited to attend a photocall with the Mayor and to provide a quote for a press release which will be submitted to the local media and published on Farnham Town Council's website and shared with thousands of social media followers	●
A number of press releases will be issued to promote the events. You will be acknowledged as the Principal Sponsor in every release	●
Inclusion of your logo in advertising space bought by Farnham Town Council in local media.	●
DIGITAL MEDIA	
A description about your business, your logo and a link to your website from Farnham Town Council's summer events pages	●
Mentions on Farnham Town Council's social media accounts	●
Acknowledgement of your sponsorship in Farnham Town Council's newsletter which has over 1,200 subscribers	●
	£3,500 + VAT

Sustainability Festival - see page 8

SPONSOR BENEFITS	GOLD	SILVER
PUBLICITY		
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 at the Sustainability Festival	●	●
5,000 postcards advertising the summer programme of events and your sponsorship distributed to key information points and given out at events	●	●
Your details will be included on promotional posters displayed on A-boards and 25 community noticeboards	●	●
You'll be mentioned over the PA system at the event. Let us know if there is something specific you would like to promote	●	●
A gazebo on a 3x3m pitch so you can showcase your business and undertake additional promotional activities	●	
MEDIA		
A number of press releases will be issued to inform people about the Sustainability Festival and your involvement as a sponsor	●	●
Inclusion of your logo in advertising space bought by Farnham Town Council in local media	●	
DIGITAL MEDIA		
Your company name, logo and a link to your website will be displayed on the Sustainability Festival page of Farnham Town Council's website	●	●
Mentions on Farnham Town Council's social media accounts	●	●
	£1,500 + VAT	£500 + VAT

Walking Festival

- see page 9

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
PUBLICITY			
Inclusion of your logo on a banner displayed over one of Farnham's busiest streets	●		
5,000 postcards promoting the Walking Festival and your sponsorship distributed to key information points and given out at events	●	●	
Your details will be included in the Walking Festival brochure, which will be distributed around the local area at key information points and given out at events	●	●	●
Logo included on posters around the town including 25 community noticeboards and on posters at the event	●		
MEDIA			
Your business name will be included in all press releases about the Walking Festival	●	●	●
An invitation to the Walking Festival press launch which includes a walk which representatives from the local media are invited to attend	●		
Inclusion of your logo in advertising space bought by Farnham Town Council in local media	●		
DIGITAL MEDIA			
Mentions on Farnham Town Council's social media accounts	●	●	●
Your company name, logo and a link to your website will be displayed on the Walking Festival page of Farnham Town Council's website.	●	●	●
Acknowledgement of your sponsorship in Farnham Town Council's e-newsletter which has over 1,200 subscribers	●		
	£1,500 + VAT	£750 + VAT	£300 + VAT

Music in the Meadow

- see page 10

SPONSOR BENEFITS FOR INDIVIDUAL CONCERTS	GOLD
PUBLICITY	
5,000 postcards advertising the summer programme of events and your sponsorship distributed to key information points and given out at events	●
A gazebo on a 3x3m pitch so you can showcase your business and undertake additional promotional activities	●
You'll be mentioned over the PA system at the event. Let us know if there is something specific you would like to promote	●
MEDIA	
Press releases will be issued to promote Music in the Meadow and to inform the public about your involvement as a sponsor	●
DIGITAL MEDIA	
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	●
Mentions on Farnham Town Council's social media accounts	●
EVENTS	
Invite clients for an enjoyable afternoon. Gazebo provided	●
	£400 + VAT

Proms and Pop in the Park - see page 11

SPONSOR BENEFITS	GOLD
PUBLICITY	
Inclusion of your logo on a banner displayed over one of Farnham's busiest streets	●
Inclusion of your logo on the main stage banner	●
5,000 postcards promoting your involvement and the summer programme of events will be printed and distributed to key information points in the town. The postcards will also be given out at events	●
PA announcements will be made to inform visitors that you are an event sponsor	●
A gazebo on a 3x3m pitch so you can showcase your business and undertake additional promotional activities	●
Company logo promoted on event posters which will be displayed on 25 community noticeboards	●
MEDIA	
Your business name will be included in all press releases about the Proms and Pop in the Park. Press releases are published on Farnham Town Council's website and are posted on social media	●
Inclusion in third party advertising purchased by Farnham Town Council	●
DIGITAL MEDIA	
Your company name, logo and a link to your website will be displayed on the Proms and Pop in the Park page of Farnham Town Council's website	●
Your sponsor status will be promoted to the Town Council's followers on Twitter	●
Acknowledgement of your sponsorship in Farnham Town Council's newsletter which has over 1,200 subscribers	●
	£1,000 + VAT

Allotment Show - see page 12

SPONSOR BENEFITS	PRINCIPAL
PUBLICITY	
Your logo on all show certificates, posters, leaflets, display material and the event programme	●
A promotional stand at the event	●
MEDIA	
Acknowledgement in all promotional press releases	●
Acknowledgement in the Allotment newsletter	●
SOCIAL MEDIA	
Mentions on Farnham Town Council's social media accounts	●
PA announcements will be made to inform visitors that you are Principal sponsor	●
EVENTS	
Opportunity to present all certificates to winners on the day of the show. Overall Best in Show and Best Dahlia trophy cups at the Farnham in Bloom Community Awards ceremony in October	●
	£600 + VAT

Shows for young people - see page 12

SPONSOR BENEFITS	PRINCIPAL
PUBLICITY	
Logo included on event posters displayed around the town on 25 noticeboards	●
A promotional stand at the event	●
MEDIA	
Acknowledgement in all promotional press releases	●
SOCIAL MEDIA	
Mentions on Farnham Town Council's social media accounts	●
Acknowledgement of your sponsorship in Farnham Town Council's newsletter which has over 1,200 subscribers	●
Your company name and logo will be displayed on Young People's events page of Farnham Town Council's website	●
	£500 + VAT

Food and Drink Month – Principal sponsor - see page 13

SPONSOR BENEFITS	PRINCIPAL
EVENTS	
Tickets to the Gin and Fizz Festival	●
PUBLICITY	
Inclusion of your logo on banners displayed over two of Farnham's busiest streets	●
Inclusion of your logo on the main stage banner at Food and Drink Festival	●
Your logo on the banner that will form the backdrop to the cookery demonstration stage at the Food and Drink Festival	●
Your details will be included in promotional literature which will be delivered by the Royal Mail to around 24,000 addresses in Farnham. Additional copies will be distributed to information points around Farnham	●
Your details will be included on the front cover of the Food and Drink Month guide, which will be inserted into the Farnham Herald and received by approximately 8,000 residents and businesses	●
Your details will be included on promotional posters displayed on A-boards and 25 community noticeboards	●
Name and logo on the event programme and posters which will be handed out/displayed on the day of the Food and Drink Festival and at the Gin and Fizz Festival	●
Inclusion of a half page advert in the event guide that is handed out at the Food and Drink Festival	●
You'll be mentioned over the PA system at the event. Let us know if there is something specific you would like to promote	●
Opportunity to host a 30-minute cookery demonstration on the main stage	●
A gazebo on a 3m by 3m pitch at the Food and Drink Festival and Gin and Fizz Festival	●
MEDIA	
Acknowledgement of sponsorship status in every press release and the opportunity to attend a photo call and provide a quote in two press releases	●
Inclusion of your logo in advertising space bought by Farnham Town Council in local media	●
DIGITAL MEDIA	
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	●
Mentions on Farnham Town Council's social media accounts	●
Acknowledgement of your sponsorship in Farnham Town Council's newsletter which has over 1,200 subscribers	●
	£3,500 + VAT



Gin and Fizz Festival

- see page 14

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
PUBLICITY			
Company logo on a banner displayed above one of Farnham's busiest streets	●		
Inclusion of your logo on the main stage banner	●		
Inclusion of your logo on a banner displayed over one of Farnham's busiest streets	●		
Your details will be included in promotional literature which will be delivered by the Royal Mail to around 24,000 addresses in Farnham. Additional copies will be distributed to information points around Farnham	●		
Your details will be included on promotional posters displayed on A-boards and 25 community noticeboards	●	●	
Your details will be included in the Food and Drink Month event guide, which will be inserted into the Farnham Herald and 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	●	●	●
Opportunity to promote your business at the event and talk to attendees about your business	●		
You'll be mentioned over the PA system at the event. Let us know if there is something specific you would like to promote	●		
MEDIA			
Acknowledgement in press releases about the Gin and Fizz Festival and the opportunity to attend a photo call	●		
Acknowledgement in every press release about the Gin and Fizz Festival		●	●
DIGITAL MEDIA			
Your company name, logo and a link to your website will be displayed on the Gin and Fizz Festival page of Farnham Town Council's website	●	●	●
Mentions on Farnham Town Council's social media accounts	●	●	●
	£1,000 + VAT	£600 + VAT	£300 + VAT



Food and Drink Festival

- see page 15

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
PUBLICITY			
Inclusion of your logo on banners displayed over two of Farnham's busiest streets	●		
Your details will be included in the Food and Drink Month event guide, which will be inserted into the Farnham Herald and received by approximately 8,000 residents and businesses	●	●	●
Inclusion of your logo on the main stage banner	●		
Your details will be included on promotional posters displayed on A-boards and 25 community noticeboards.	●	●	
Name and logo on the event programme and posters which will be handed out/displayed on the day of the Food and Drink Festival	●	●	●
You'll be mentioned over the PA system at the event. Let us know if there is something specific you would like to promote.	●	●	●
Opportunity to host a 30-minute cookery demonstration on the main stage	●		
MEDIA			
Acknowledgement of sponsorship status in all press releases about the Food and Drink Festival	●	●	●
DIGITAL MEDIA			
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	●	●	●
Mentions on Farnham Town Council's social media accounts	●	●	●
	£1,000 + VAT	£600 + VAT	£300 + VAT



October Craft Month

- see page 16

SPONSOR BENEFITS	PRINCIPAL	GOLD	SILVER
EVENTS			
Invitation to the launch event	●		
PUBLICITY			
Company name and logo displayed on street banners over two of Farnham's busiest streets	●	●	
Inclusion of your logo on a banner at the launch event	●		
An advert in the Craft Month programme. 5,000 copies distributed plus a digital copy	1 PAGE	1/2 PAGE	1/4 PAGE
Your logo and sponsor status included on event posters which will be displayed on A-boards around Farnham and 25 community noticeboards	●	●	●
Mention of your sponsorship in Farnham Town Council's newsletter which is received by 1,200+ subscribers	●	●	●
MEDIA			
Acknowledgement of your sponsorship and status in every press release about the month	●		
Photo opportunity and inclusion of a quote in the press release about the launch	●		
Promotion of your sponsorship in third party adverts and advertorials	●	●	
DIGITAL MEDIA			
Mention of your sponsorship in Farnham Town Council's newsletter which is received by 1,200+ subscribers	●	●	●
Your company name, logo and link to your website will appear on the Farnham Craft Town website	●	●	
Your sponsorship will be shared on Farnham Town Council's social media	●	●	●
	£3,000 + VAT	£1,000 + VAT	£500 + VAT

Christmas in Farnham

Principal sponsor - see page 18

SPONSOR BENEFITS	PRINCIPAL
PUBLICITY	
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	●
Your support will be promoted on the banner that will form 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 will be sent to around 24,000 households by the Royal Mail. Additional copies will be distributed to information points around Farnham	●
Inclusion of half page advert in the main Christmas in Farnham brochure	●
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 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	●
A gazebo on a 3m by 3m pitch will be provided so you can share the excitement of the event	●
MEDIA	
Logo included on third party advertising space purchased by Farnham Town Council	●
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	●
DIGITAL MEDIA	
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	●
Mentions on Farnham Town Council's social media accounts	●
Acknowledgement of your sponsorship in Farnham Town Council's newsletter which has over 1,200 subscribers	●
	£3,500 + VAT

Christmas lights switch-on

- see page 18

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
PUBLICITY			
Inclusion of your logo on banners displayed over two of Farnham's busiest streets	●		
Your details will be included in the Christmas in Farnham guide which will be sent to around 24,000 households by the Royal Mail. Additional copies will be distributed to information points around Farnham	●	●	●
Inclusion of a quarter page advert in the main Christmas in Farnham brochure	●		
Your details will be included on promotional posters displayed on A-boards and 25 community noticeboards.	●		
You'll be mentioned over the PA system at the event. Let us know if there is something specific you would like to promote.	●	●	
A gazebo on a 3x3m pitch so you can showcase your business and undertake additional promotional activities	●		
MEDIA			
Your company name and sponsor status will be included in press releases about the Christmas lights switch-on	●	●	●
DIGITAL MEDIA			
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	●	●	●
Mentions on Farnham Town Council's social media accounts	●	●	●
	£1,000 + VAT	£600 + VAT	£300 + VAT



Christmas Market

- see page 20

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
PUBLICITY			
Inclusion of your logo on banners displayed over two of Farnham's busiest streets	●		
Your details will be included in promotional literature which will be delivered by the Royal Mail to around 24,000 addresses in Farnham. Additional copies will be distributed to information points around Farnham	●	●	●
Inclusion of a quarter page advert in the main Christmas in Farnham guide	●		
Your details will be included on the event posters and flyers which will be displayed at information points and on 25 community noticeboards	●	●	
You'll be mentioned over the PA system at the event. Let us know if there is something specific you would like to promote	●	●	●
A gazebo on a 3x3m pitch so you can showcase your business and undertake additional promotional activities	●	●	●
MEDIA			
Your company name and sponsor status will be included in press releases about the Christmas Market	●	●	●
DIGITAL MEDIA			
Your company name, logo and a link to your website will be displayed on the Christmas Market pages of Farnham Town Council's website	●	●	●
Mentions on Farnham Town Council's social media accounts	●	●	●
	£1,500 + VAT	£750 + VAT	£300 + VAT



Civic Christmas Carol Service
Principal sponsor
- see page 19

Contact US

SPONSOR BENEFITS	PRINCIPAL
PUBLICITY	
Your support will be acknowledged through editorial in the order of service	●
Your details will be included in promotional literature which will be delivered by the Royal Mail to around 24,000 addresses in Farnham. Additional copies will be distributed to information points around Farnham	●
Your details will be included on promotional posters displayed on A-boards and 25 community noticeboards	●
MEDIA	
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	●
DIGITAL MEDIA	
Mentions on Farnham Town Council's social media accounts	●
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	●
Acknowledgement of your sponsorship in Farnham Town Council's newsletter which has over 1,200 subscribers	
	£2,500 + VAT

If you have any questions or you would like to discuss any of the sponsorship opportunities, please do contact us.

Farnham Town Council

South Street
Farnham, GU9 7RN

Telephone

01252 712667

Email

customer.services@farnham.gov.uk

Website

www.farnham.gov.uk

Twitter and Facebook

@farnhamofficial

The Discover Farnham app is a great way to explore Farnham on foot.

To find out more about the app or download it for free, visit the App Store or Google Play.

2022 and 2023 Principal and Gold Sponsors of Farnham Town Council events

Principal sponsors:



Principal sponsor of
Farnham in
Bloom



Principal sponsor of
summer and Christmas
in Farnham

kiddrapinet
SOLICITORS

Gold sponsors:

pivot

Gold sponsor of
Farnham in Bloom

BBS for
magimix

Gold sponsor of
Farnham in Bloom

SQUIRES
GARDEN CENTRES

Gold sponsor
of Farnham in Bloom



BUSH
HOTEL • FARNHAM

