

# Invest in Farnham

## 2024/25 >>

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



**Farnham**  
Town Council

[www.farnham.gov.uk/Sponsorship](http://www.farnham.gov.uk/Sponsorship)





# Welcome



**Farnham is an award-winning town which is known for delivering highly popular community events which bring people together.**

We recognise the invaluable contribution that businesses like yours make to Farnham and how you play an integral role in shaping the success of the town. It is for this reason that I invite you to consider becoming a partner in one of our many events.

Sponsoring a local event will offer your business a unique chance to showcase your commitment to the community and bolster your brand presence. As you will see from our bespoke sponsorship packages, we can provide you with a ready-made marketing opportunity. The benefits include increased visibility, enhanced reputation, and the satisfaction of giving back to the community within which you operate.

There are sponsorship packages for all budgets with prices starting at as little as £40.

This guide gives you an indication of the packages we offer but the content is flexible and open to discussion. We can also offer payment by instalment on our premium packages.

We would very much welcome the opportunity to work with you so that together, we can make our town an even more vibrant and prosperous place to live and work.

Please do explore the packages we offer and feel free to contact us for a discussion about how we can create a mutually beneficial partnership.

We look forward to partnering with you in 2024.

**Iain Lynch**

Town Clerk



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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

Farnham in Bloom achieved its best ever performance at the 2023 South and South East in Bloom awards. The honour was shared by nearly 60 businesses that sponsored the campaign.

Farnham in Bloom is very much about making Farnham an even more attractive place to live, work and visit, and bringing people together to work on initiatives that really enhance and engage the community. Organising litter picks, projects with schools, planting trees, maintaining wildflower areas, environmental initiatives, competitions and providing opportunities for community participation are just some of the ways Farnham in Bloom reaches a wide audience. The actions and commitment of our volunteers collectively underpin the town's success and help us in our quest to support biodiversity and address issues around climate change.



### Key takeaways

- 14 top awards at South & South East in Bloom 2023
- Three times gold medallist at Britain in Bloom
- Over 50 community groups support Farnham in Bloom
- 23,000 volunteer hours given
- 11 schools involved
- 250 hanging baskets and 100 planters and troughs display sponsors' details
- 90% of bulbs are reused by community groups
- Over 800 followers on Farnham in Bloom social media
- Three Green Flags awarded
- Community-wide competitions
- Free kids' gardening workshops

For your sponsorship package and benefits see page 22

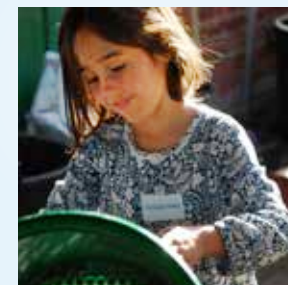


## Bloomin' Kids' Gardening Workshops

These horticultural workshops offer children the chance to get their hands dirty by planting bulbs, seeds, vegetables and also art based crafts. The sessions are always fully booked.

Parents/carers accompany their children.

Plans for 2024 are to offer these workshops out to children in Badshot Lea and Hale.



## 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 for your colleagues 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.



## Farmers' Markets

More people are shopping at the farmers' market as a way to reduce the environmental impact associated with long-distance transportation of food and excessive packaging.

Buying locally also reduces carbon emissions which is the goal of many people.

Every month, there are around 45 hand-picked stalls at the Farnham Farmers' Market. As well as the offer of high quality, local produce, shoppers are attracted by the live music and charity tea stand.

Sponsoring the farmers' market will show your support for investing in sustainability and will help to contribute towards the well-being of the local community.



### 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 and February at a convenient town centre location.

**For your sponsorship package and benefits see page 25**



### 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 event.

**For your sponsorship package and benefits see page 25**



## Farnham Literary Festival

**1 to 10 March 2024**

Farnham Literary Festival is fast earning a reputation for being a quality event which people will travel to attend.

Over two weeks, audiences get to immerse themselves in the world of books, poetry, spoken word, illustration, film, opera and more at this celebration of literature in all its forms.

Top of the bill at the 2024 Festival is actor and author Hugh Bonneville. The line-up also includes an array of best-selling novelists, academics, comedians and more who will take part in author talks, panel discussions and readings.

The festival makes full use of Farnham's rich architectural heritage to bring atmospheric and inspiring venues for its events.

Whether your target audience is budding authors, schools or people who simply love the written and spoken word, the Farnham Literary Festival offers a unique opportunity for a tailor-made sponsorship package.



## Summer Principal Sponsor

If your objective is to increase brand awareness, securing this exclusive opportunity to be the one and only sponsor of Summer in Farnham could be for you.

The package will provide you with exposure from May to early September. The summer programme of events starts with the Walking Festival and includes the Sustainability Festival, Proms and Pop in the Park and the weekly Music in the Meadow concerts.

The main themes of the summer events programme are fun, music and the environment. As Principal sponsor of Summer in Farnham your brand will be seen and become familiar to the thousands of people who participate in our highly popular and free summer events.

We think this package is ideal for a sponsor that wants to reach people who care about the environment, families, and older people.

**For your sponsorship package and benefits see page 26**



## Walking Festival

11 May to 2 June

There's no better way to explore Farnham's great outdoors than by taking part in the Walking Festival. Thanks to volunteer walk leaders, the Festival offers around 30 organised walks.

Many of the walks are themed with walk leaders generously sharing their knowledge on topics ranging from local history to wildlife.

This is a highly sociable event that is great for health and wellbeing. The Festival caters for all walking abilities so, as a sponsor, this event provides an opportunity to reach a wide range of people who love the outdoors.



### 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.

**For your sponsorship package and benefits see page 27**

## Sustainability Festival

19 May



Farnham Sustainability Festival attracts around 40 organisations that aim to help and encourage people to make a difference when it comes to creating a healthier, greener and more sustainable way of life, be it through recycling and repairing, reducing waste, or engaging with like-minded people.



### Key takeaways

- Attracts hundreds of people interested in the environment and wellbeing.
- Held at Gostrey Meadow.
- Takes place on the 19 May.
- Involves community groups.

**For your sponsorship package and benefits see page 26**



## Music in the Meadow

26 May to 1 September

There's never a dull moment in Farnham and summer Sunday afternoons are no exception.

Each week hundreds of people congregate on Gostrey Meadow to hear live music from some great local talent.

From jazz to brass and everything in between, Music in the Meadow provides sponsors with a unique opportunity to meet local people in a relaxed and informal way.

For maximum exposure you can sponsor the whole season or you can test the water and initially sponsor just one or two concerts.



### Key takeaways

- 13 weekly 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

30 June



Be seen at Farnham's biggest community picnic.

For Proms and Pop in the Park we take the best bits of the proms and combine them with popular music. The result is an inter-generational concert with music from top talent.

The event is free to attend and the format is deliberately simple. People bring along a picnic or buy something from the many refreshment stalls before sitting back for a chilled out afternoon of music.

Proms and Pop in the Park is held on the day after Farnham Carnival and is a perfect way to end a lively weekend.



### 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





## Events for Young People

### Summer holidays

We break up the long summer holidays with a number of events for young people.

For the last two years, riders from the Extreme Mountain Bike Show have inspired and impressed young people with their bike handling skills and breath-taking stunts.

Although aimed at Farnham's teens, this event is too good to be missed so it also attracts younger people and their parents/carers. This event is an exciting way to engage with a younger audience.

There are also opportunities to sponsor the Farnham Literary Festival's authors in schools programme.



### Key takeaways

- At least two events aimed at teens and 'tweenies'.
- 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

### 1 September

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



September marks a change of pace in Farnham with long summer days swapped for gastronomic experiences!

We host one of the south east's most popular one-day food and drink festivals. Thousands of people pass through the town centre in search of great flavours and the latest new food and drink trends.

Our food and drink offer attracts audiences that appreciate the finer things in life. If this sounds like your ideal target audience, we recommend snapping up this package as there can only be one principal sponsor!

### Key takeaways

- Food and Drink month is in September.
- Thousands of people attend the events.
- Events include the 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



## Food and Drink Festival

### 29 September

If you want to reach masses of people, sponsoring the Food and Drink Festival could be the answer.

This is one of the most popular one-day markets in the south east which attracts 150 stallholders and thousands of people.

The day is a celebration of local and global food traditions. Visitors can learn from the best at the food theatre or experiment at home with top ingredients and flavours.

There's live music at various stages and when it comes to the infamous chilli eating competition, the event is literally off the scale!

Sponsorship of this event is always in demand so be sure to act quickly and secure your package if you want to be part of this amazing event.



### 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 honoured with the title of World Craft Town and with its high reputation for craft, it is an attractive destination for visitors.

October is the highlight of the year for this is Craft Month. Throughout October, Farnham hosts over 100 accessible activities for people to enjoy. The programme includes workshops, exhibitions, master classes, pop-up craft events, expert-led talks and family friendly activities.

Events happen across Farnham and many are free.

There are plenty of ways to get involved as a sponsor and opportunities to be seen by a wide range of makers and people with an interest in craft.



### 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

November

The Venison Dinner is Farnham's most historic black-tie dinner.

It 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. Today, the dinner is an opportunity for guests to dress up in their finery and enjoy a formal but relaxed meal with friends, colleagues or clients.

The dinner is hosted by the Mayor of Farnham who is joined by several special guest speakers. There are entertaining speeches to introduce the formal toast to the town, and responses.

The Venison Dinner is a celebration of Farnham and its uniqueness.



### 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

Christmas in Farnham is special and so is our Principal sponsor!

This package includes three major events in the Farnham events calendar. The countdown to Christmas starts with the magical Christmas lights switch-on which is loved equally by children, parents and grandparents.

Next up is a change of pace with the intimate Civic Christmas Carol Service featuring Farnham's very own internationally acclaimed, award-winning choir.

Just days away from the 'big day', we transform Farnham



town centre into a huge Christmas Market which will see a footfall in the thousands. Being our Christmas in Farnham Principal sponsor represents excellent value for money and will give you exposure to masses of people in a relatively short period of time.

### 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 16 November



This is one of the most magical events in the Farnham events calendar.

The emphasis is on young people with more than 15 local schools, musical theatres and

performance groups taking to the stage to perform their festive offering.

This is very much a family event which is reflected by the entertainment that's on offer in the build-up to the switch-on. Attractions include a live nativity scene, fairground rides, face painting and more.

2024 is the year when we expect to reveal our new Christmas lighting scheme so the event will have an even higher profile and is likely to attract greater numbers of visitors.



### 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 4 December



Sponsoring this event is a wonderful way to show your support for a Christmas event that is a little more traditional.

The Christmas service is hosted by the Mayor of Farnham. It includes Christmas readings, and carols and music by the highly acclaimed Farnham Youth Choir (FYC).

Half of the available tickets are assigned through a free-entry ballot. The remaining half are distributed to local organisations and charities that have supported the community throughout the year.

This event provides an opportunity to thank some of the wonderful organisations in Farnham. Sponsorship would be a good fit for a business that wants to get more involved in the local community.



### 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 34



## Christmas Market

### 8 December

Christmas markets come in all shapes and sizes but in Farnham, stallholders are selected for their quality products.

For this reason, the market attracts shoppers looking for quality gifts, decorations and Christmas accessories.

As well as being a shopping experience, the market provides family entertainment too. Thanks to support from our sponsors, there is always live music, a nativity scene, mini fairground, Santa's grotto and complimentary shuttle bus to and from the market.

Happening alongside the Christmas Market is a farmers' market. In addition, many town centre shops and businesses will be open and waiting to offer customers a very warm welcome.



### Key takeaways

- A high-quality Christmas market which attracts thousands.
- Over 150 stalls.
- Free family entertainment.
- Live music.
- Festive atmosphere.
- Takes place two weeks before Christmas.

For your sponsorship package and benefits see page 35



## Calendar of events 2024

### January

28  
Farmers' Market  
28  
Music in the Vineyard

### February

25  
Farmers' Market  
25  
Music in the Vineyard

### March

1 - 10  
Farnham Literary Festival  
17  
Vegan Market  
24  
Farmers' Market

### April

14  
Antiques and Brocante Market  
28  
Farmers' Market

### May

5  
Arts and Craft Market  
11 May - 2 June  
Farnham Walking Festival  
19  
Sustainability Festival  
26  
Farmers' Market  
26  
Music in the Meadow

### June

2  
Music in the Meadow  
9  
Antiques and Brocante Market  
9  
Music in the Meadow  
16  
Music in the Meadow  
23  
Farmers' Market  
23  
Music in the Meadow  
30  
Proms and Pop in the Park

### July

7  
Music in the Meadow  
14  
Music in the Meadow  
21  
Vegan Market  
28  
Music in the Meadow  
28  
Farmers' Market

### August

4  
Music in the Meadow  
11  
Music in the Meadow  
18  
Music in the Meadow  
25  
Music in the Meadow  
25  
Farmers' Market

### September

1  
Music in the Meadow  
1  
Allotment Show  
22  
Farmers' Market  
29  
Food and Drink Festival

### October

1 - 31  
October Craft Month  
27  
Farmers' Market  
27  
Craft Market

### November

1  
Venison Dinner  
10  
Remembrance Sunday Parade  
16  
Christmas Lights Switch-On  
24  
Farmers' Market

### December

4  
Civic Christmas Carol Service  
8  
Christmas Market  
22  
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.	● 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		●	
	<b>£7,500 + VAT</b>	<b>£2,000 + VAT</b>	<b>£1,000 + VAT</b>

**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 TROUGH	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	●	●	●	●	●
	<b>£500 plus VAT A saving of £200 on the price of four individual troughs</b>	<b>£500-£1,000 plus VAT</b>	<b>£400 plus VAT</b>	<b>£200 plus VAT</b>	<b>£80</b>

**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
<b>PUBLICITY</b>	
A promotional stand at the events	●
<b>MEDIA</b>	
Acknowledgement in all promotional press releases	●
<b>DIGITAL MEDIA</b>	
Your logo and acknowledgement of your support in the FIB video.	●
Mentions on Farnham Town Council's and Farnham in Bloom's social media accounts	●
<b>(2-day Easter workshop)</b>	<b>£500 + VAT</b>
<b>(1-day autumn workshop)</b>	<b>£250 + VAT</b>



## Farmers' Markets

All year round event- see page 6

SPONSOR BENEFITS	PRINCIPAL
<b>PUBLICITY</b>	
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	●
<b>MEDIA</b>	
Press releases will be issued to promote the Farmers' Market and to inform the public of your involvement as a sponsor	●
<b>DIGITAL MEDIA</b>	
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 newsletter which has over 1,200 subscribers	●
	<b>£3,000 + VAT</b>

## Music in the Vineyard series

- see page 7

SPONSOR BENEFITS	GOLD	SILVER
<b>PUBLICITY</b>		
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	●	
<b>MEDIA</b>		
Press releases will be issued to promote Music in the Vineyard and to inform the public of your involvement as a sponsor	●	●
<b>DIGITAL MEDIA</b>		
Mentions on Farnham Town Council's social media accounts	●	●
	<b>£1,000 + VAT</b>	<b>£500 + VAT</b>

## Farnham Literary Festival -

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

SPONSOR BENEFITS	PRINCIPAL	SILVER
<b>EVENTS</b>		
Tickets to the launch event	●	
<b>PUBLICITY</b>		
Logo on events stage banner. 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	●	
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	●	
<b>MEDIA</b>		
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	●	●
<b>DIGITAL MEDIA</b>		
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	●	
	<b>FROM £3,000 + VAT</b>	<b>£300 + VAT</b>

Tailored sponsorship packages are available for individual events and themed events such as the schools' programme. Prices start at £300+VAT. Email [LiteraryFestival@farnham.gov.uk](mailto:LiteraryFestival@farnham.gov.uk) to discuss.



## Summer events – Principal sponsor - see page 8

SPONSOR BENEFITS	PRINCIPAL
<b>PUBLICITY</b>	
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	●
<b>MEDIA</b>	
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	●
<b>DIGITAL MEDIA</b>	
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	●
	<b>£3,500 + VAT</b>

## Walking Festival - see page 8

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
<b>PUBLICITY</b>			
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	●		
<b>MEDIA</b>			
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 company name in advertising space bought by Farnham Town Council in local media	●		
<b>DIGITAL MEDIA</b>			
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 newsletter which has over 1,200 subscribers	●		
	<b>£1,500 + VAT</b>	<b>£750 + VAT</b>	<b>£300 + VAT</b>

## Sustainability Festival - see page 9

SPONSOR BENEFITS	GOLD	SILVER
<b>PUBLICITY</b>		
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	●	
<b>MEDIA</b>		
A number of press releases will be issued to inform people about the Sustainability Festival and your involvement as a sponsor	●	●
Inclusion of your company name in advertising space bought by Farnham Town Council in local media	●	
<b>DIGITAL MEDIA</b>		
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	●	●
	<b>£1,500 + VAT</b>	<b>£500 + VAT</b>

## Music in the Meadow - see page 10

SPONSOR BENEFITS FOR INDIVIDUAL CONCERTS	GOLD
<b>PUBLICITY</b>	
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	●
<b>MEDIA</b>	
Press releases will be issued to promote Music in the Meadow and to inform the public about your involvement as a sponsor	●
<b>DIGITAL MEDIA</b>	
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	●
<b>EVENTS</b>	
Invite clients for an enjoyable afternoon. Gazebo provided	●
	<b>£400 + VAT</b>



## Proms and Pop in the Park - see page 11

SPONSOR BENEFITS	GOLD
<b>PUBLICITY</b>	
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	●
<b>MEDIA</b>	
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	●
<b>DIGITAL MEDIA</b>	
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	●
	<b>£1,000 + VAT</b>

## Allotment Show - see page 12

SPONSOR BENEFITS	PRINCIPAL
<b>PUBLICITY</b>	
Your logo on all show certificates, posters, leaflets, display material and the event programme	●
A promotional stand at the event	●
<b>MEDIA</b>	
Acknowledgement in all promotional press releases	●
Acknowledgement in the Allotment newsletter	●
<b>SOCIAL MEDIA</b>	
Mentions on Farnham Town Council's social media accounts	●
PA announcements will be made to inform visitors that you are Principal sponsor	●
<b>EVENTS</b>	
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	●
	<b>£600 + VAT</b>

## Events for young people - see page 12

SPONSOR BENEFITS	PRINCIPAL
<b>PUBLICITY</b>	
Logo included on event posters displayed around the town on 25 noticeboards	●
A promotional stand at the event	●
<b>MEDIA</b>	
Acknowledgement in all promotional press releases	●
<b>SOCIAL MEDIA</b>	
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	●
	<b>£500 + VAT</b>

## Food and Drink Month – Principal sponsor - see page 13

SPONSOR BENEFITS	PRINCIPAL
<b>PUBLICITY</b>	
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.	●
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	●
<b>MEDIA</b>	
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 company name in advertising space bought by Farnham Town Council in local media	●
<b>DIGITAL MEDIA</b>	
Your company name, 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	●
	<b>£3,500 + VAT</b>





## Food and Drink Festival

- see page 15

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
<b>PUBLICITY</b>			
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	●		
<b>MEDIA</b>			
Acknowledgement of sponsorship status in all press releases about the Food and Drink Festival	●	●	●
<b>DIGITAL MEDIA</b>			
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	●	●	●
	<b>£1,000 + VAT</b>	<b>£600 + VAT</b>	<b>£300 + VAT</b>





## October Craft Month

- see page 16

SPONSOR BENEFITS	PRINCIPAL	GOLD	SILVER
<b>EVENTS</b>			
Invitation to the launch event	●		
<b>PUBLICITY</b>			
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 e-newsletter which is received by 1,200+ subscribers	●	●	●
<b>MEDIA</b>			
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	●	●	
<b>DIGITAL MEDIA</b>			
Mention of your sponsorship in Farnham Town Council's e-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
<b>PUBLICITY</b>	
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	●
<b>MEDIA</b>	
Company name 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	●
<b>DIGITAL MEDIA</b>	
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 e-newsletter which has over 1,200 subscribers	●
	£3,500 + VAT

## Christmas lights switch-on

- see page 18

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
<b>PUBLICITY</b>			
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	●		
<b>MEDIA</b>			
Your company name and sponsor status will be included in press releases about the Christmas lights switch-on	●	●	●
<b>DIGITAL MEDIA</b>			
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





## Civic Christmas Carol Service

Principal sponsor - see page 19

SPONSOR BENEFITS	PRINCIPAL
<b>PUBLICITY</b>	
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	●
<b>MEDIA</b>	
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	●
<b>DIGITAL MEDIA</b>	
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	
	<b>£2,500 + VAT</b>



## Christmas Market

- see page 20

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
<b>PUBLICITY</b>			
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	●	●	●
<b>MEDIA</b>			
Your company name and sponsor status will be included in press releases about the Christmas Market	●	●	●
<b>DIGITAL MEDIA</b>			
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	●	●	●
	<b>£1,500 + VAT</b>	<b>£750 + VAT</b>	<b>£300 + VAT</b>



## >> Contact us

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](mailto:customer.services@farnham.gov.uk)

**Website** [www.farnham.gov.uk](http://www.farnham.gov.uk)

**X and Facebook** @farnhamofficial

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**2022/23**

## **Principal and Gold Sponsors of Farnham Town Council events**

### **Principal sponsors:**

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**kiddrapinet**  
SOLICITORS



### **Gold sponsors:**

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Gold sponsor of  
Farnham in Bloom

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Farnham in Bloom

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Gold sponsor  
of Farnham in Bloom



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**Farnham Town Council**  
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