



Invest in Farnham 2026/27

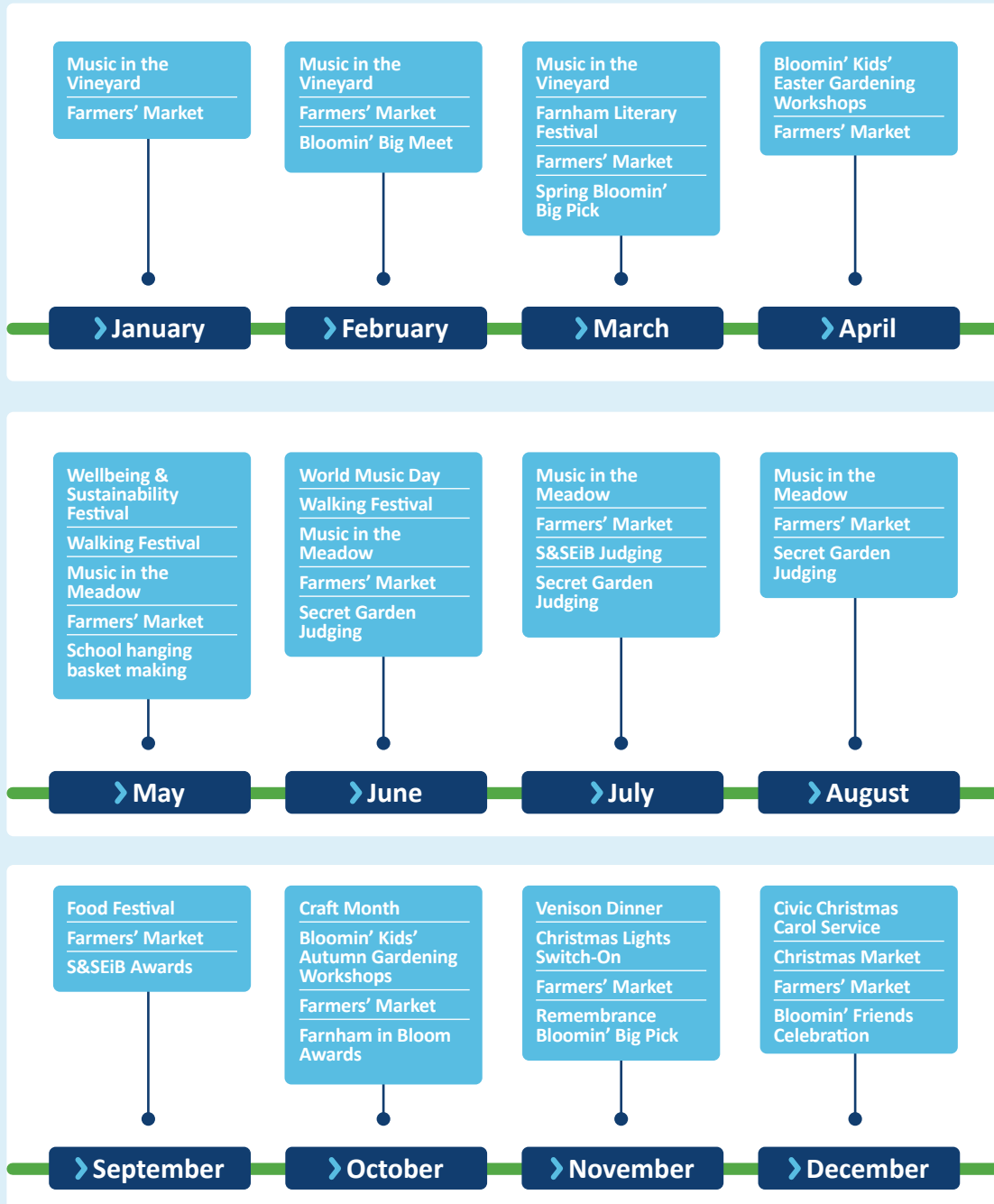
Sponsorship opportunities

Be part of something special

www.farnham.gov.uk

 **Farnham**
Town Council

Events at a glance



Partner with Farnham Town Council to strengthen our community



Welcome to Farnham, an award-winning town celebrated for its vibrant community spirit and popular events that bring residents and visitors together.

Local businesses play a pivotal role in making Farnham the thriving, welcoming place it is, and we greatly value the support and engagement of partners like you. It is with this in mind that we warmly invite you to consider sponsoring one of our many forthcoming events.

Becoming a sponsor offers your business an excellent opportunity to demonstrate your commitment to the community, strengthen your brand presence, and reach thousands of residents and

visitors throughout the year. Our bespoke sponsorship packages are designed to suit a variety of budgets and objectives, whether you wish to sponsor a hanging basket, become a principal sponsor for a major festival, or explore one of our many other options. Flexible packages and payment by instalment for premium sponsorships make it easy to participate at a level that suits your business.

Farnham Town Council actively supports local businesses, encouraging people to shop, dine, and explore locally. By partnering with us, you help make our town an even more vibrant and prosperous place to live, work, and visit. Please take a moment to explore the sponsorship opportunities in this guide and get in touch to discuss how we can create a mutually rewarding partnership.

With all good wishes.

Iain Lynch
Town Clerk



Scan the QR code to choose the sponsorship package that is right for you.

Farnham in Bloom

Growing flowers and communities

About Farnham in Bloom

Farnham in Bloom is one of Farnham Town Council's most successful and loved community campaigns.

Thanks to the support of sponsors, volunteers, and local organisations, Farnham in Bloom has won numerous regional and national awards – making Farnham a town that truly blooms!



Sponsor testimonial

At Cala, communities are at the heart of everything we do.

Our Community Pledge is our way of making a deeper, more meaningful contribution to the areas in which we build and add genuine value to the community. As a newbuild developer, it's important for us to support Farnham and events like Farnham in Bloom, particularly as newbuilds



make up just 20% of homes in the area, and it helps us to build a positive relationship with the town. Thank you to Farnham Town Council for being so accommodating and lovely to work alongside, we look forward to working with you in the future."

Help Farnham Flourish

Help keep Farnham blooming! Contact bloom@farnham.gov.uk or call 01252 712667 to discuss sponsorship opportunities.

Event snapshot

- **Duration:** Year-round programme
- **Audience:** Residents, businesses, visitors, schools, community groups
- **Reach:** Thousands of people see the displays every day; extensive media and social coverage
- **Awards:** Multiple regional & national RHS Britain in Bloom Gold Awards
- **Social presence:** Farnham in Bloom video viewed over 5,000 times across the Council's social media channels

Sponsorship Packages

- **Principal/Corporate sponsor - £7,500 + VAT**
- **Gold sponsor- £2,000 + VAT**
- **Silver sponsor - £1,000 + VAT**



Bloomin' Kids' gardening workshops

Our gardening and craft workshops for children (aged 5+) are held at Easter and during October half term – and they're always fully booked!

Parents and carers accompany their children, making this a much-loved family activity. Sponsoring these workshops shows your support for creativity, learning, and inspiring the next generation of gardeners.

Sponsor a floral display

For as little as £95, businesses can sponsor a hanging basket or, for greater impact, choose a trough, planter or other floral display.

We'll take care of watering and looking after the display, so it always looks great. It's a simple but impactful way to add colour to the community while celebrating your support.



Team away days

Looking for a unique way to strengthen your team, boost morale, and give back to the local community?

Our Farnham in Bloom team away days offer the perfect solution. We'll create a bespoke day for your staff in one of Farnham's beautiful community gardens or open spaces. Activities might include planting bulbs, creating wildlife habitats, or refreshing much-loved public spaces. No gardening experience is needed – just a willingness to get stuck in!

In-kind sponsorship

Businesses can also get involved by sponsoring in-kind – from providing gardening supplies to taking part in staff away days to helping maintain community gardens and open spaces.

Farnham Farmers' Market

Fresh, local and sustainable



About the Market

The Farnham Farmers' Market is a monthly celebration of fresh, local produce and sustainable living.

With around 40 carefully selected stalls, the market offers high-quality goods direct from growers and makers. Visitors also enjoy live music and the much-loved charity tea stand, creating a lively and welcoming atmosphere.

Sponsorship of the Farmers' Market highlights your commitment to sustainability, community wellbeing, and supporting local businesses.

Grow your brand with Farnham Farmers' Market

Partner with us to align your brand with values of freshness, quality, and care for the environment.

Contact
events@farnham.gov.uk or
 call 01252 712667 to explore sponsorship opportunities.



Event snapshot

- **When:** Fourth Sunday of every month
- **Audience:** 500+ monthly visitors, families, shoppers, local foodies
- **Highlights:** 40 hand-picked stalls, live music, charity tea stand, seasonal produce

Sponsorship Packages

- **Principal/Corporate sponsor - £3,000 + VAT**

Music in the Vineyard

Music to brighten the winter



About the concerts

Music in the Vineyard brings free live music to Farnham during the colder months, offering a warm and welcoming afternoon of entertainment for the community.

Designed with an older audience in mind, the concerts feature talented bands selected for their wide appeal. Alongside the music, guests enjoy refreshments provided by a local charity, adding to the friendly and inclusive atmosphere.

Bring music, warmth, and community to Farnham this winter

Put your brand centre stage and sponsor these concerts to help keep them free for Farnham's older residents.

Email events@farnham.gov.uk or call 01252 712667.

Event snapshot

- **When:** Last Sunday of January, February and March
- **Where:** The Vineyard Centre
- **Audience:** 100+ attendees per concert, primarily older residents
- **Highlights:** Free entry, hand-picked bands with broad appeal, charity-run refreshments stall.

Sponsorship Packages

- **Gold sponsor - £1,250 + VAT**
- **Silver sponsor - £500 + VAT**

FARNHAM LITERARY FESTIVAL



Farnham Literary Festival

A celebration of the spoken and written word

About the festival

Farnham Literary Festival is a highlight in the town's cultural calendar, celebrating literature in all its forms.

Over eleven days, the festival invites visitors to immerse themselves in a vibrant and dynamic programme of books, novels, poetry, spoken word, illustration, film, theatre, creative writing, flash fiction and so much more. At its heart, the festival is a celebration of Farnham itself, from our wonderful community hubs and organisations to the historic buildings.

With a mix of free and ticketed sessions, the festival makes literature accessible to everyone, while nurturing new talent and inspiring a love of reading, writing, storytelling and performance of the spoken word.



Being involved in Farnham Literary Festival 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."

David Rich, Leightons Opticians and Hearing Care

In-kind sponsorship

Receive recognition by sponsoring in-kind and being an official supplier. Ideas include:

- Use of accommodation for an event
- Being a wine partner

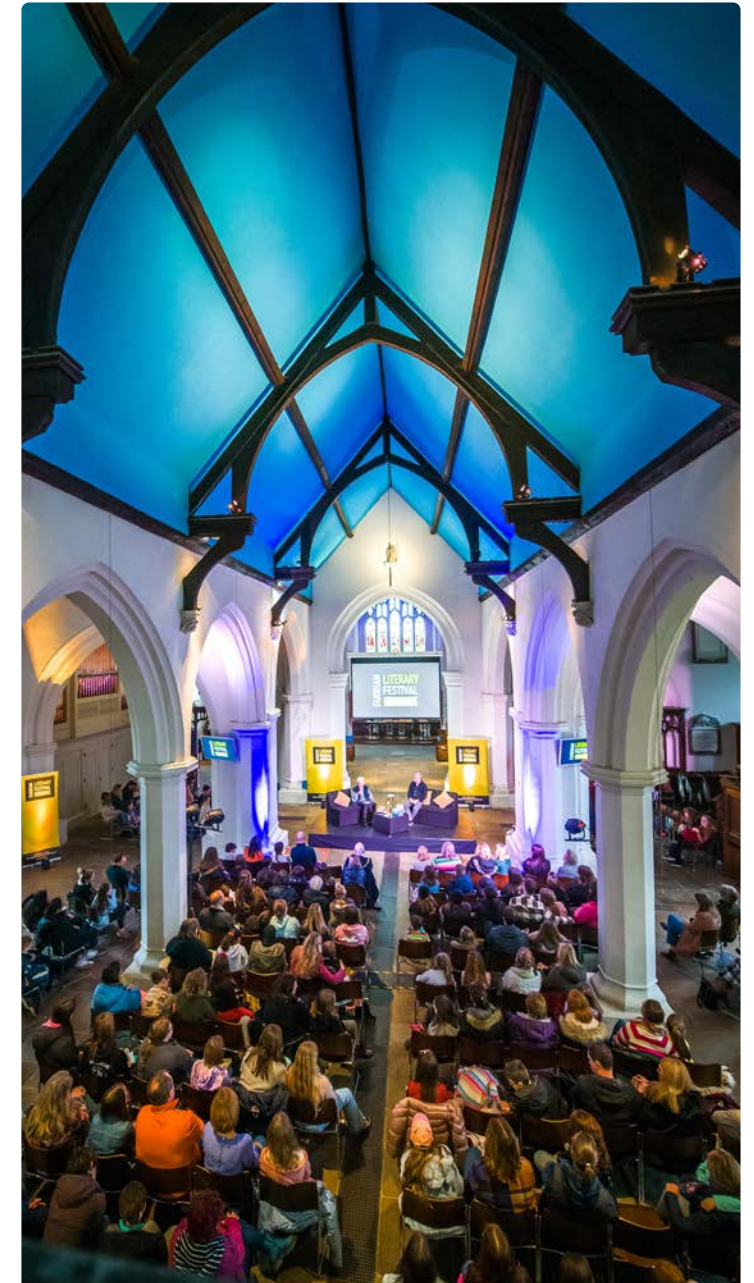


Event snapshot

- **Date:** March
- **Duration:** 11 days
- **Audience:** 3,000+ attendees across all events including families, students, book lovers, aspiring writers, and culture enthusiasts
- **Venues:** Farnham Town Hall, Farnham Maltings, library, St Andrew's Church, schools, and many other local venues
- Over 1,000 followers on Instagram @farnhamlitfest
- Every Farnham school will receive an author visit during the festival

Sponsorship Packages

- **Principal sponsor** £3,500 + VAT
- **Gold sponsor** - £1,500 + VAT
- **Silver sponsor** - £500 + VAT
- **Speak to us about being a schools' sponsor.**



Be the lead character in Farnham's cultural story!

Bookmark your place at the Festival. Contact events@farnham.gov.uk or call 01252 01252 712667 to discuss sponsorship opportunities.

Farnham Wellbeing and Sustainability Festival

Celebrating a more sustainable way of life for our planet, community and wellbeing

About the festival

The festival celebrates a more sustainable way of life: for our planet, community and wellbeing, through talks, demonstrations, activities live music and food and drink.

This event is hosted as a partnership between Farnham Town Council and Farnham Community Farm.

Sponsoring this festival aligns your business with action innovation, and community wellbeing.



Grow a healthier Farnham

Help build a brighter future and put your business at the heart of positive change.

Contact
events@farnham.gov.uk
or call 01252 712667
to find out how you can get involved.

Event snapshot

- **When:** May
- **Audience:** Families, eco-conscious consumers, local community groups.

Sponsorship Packages

- **Gold sponsor - £1,500 + VAT**
- **Silver sponsor - £500 + VAT**

Farnham Walking Festival – Discover Farnham on Foot

About the festival

Farnham Walking Festival provides an opportunity to discover what Farnham's great outdoors has to offer.

Covering everything from nature trails and heritage routes to wellbeing walks and creative storytelling, the festival is a celebration of Farnham's beautiful surroundings. Sponsoring this event places your brand alongside health, wellbeing, and outdoor activity appealing to families, visitors, and residents keen to explore Farnham's unique character while encouraging active lifestyles.

Put your brand on the map

Step out and be seen at Farnham Walking Festival.

Contact
events@farnham.gov.uk
or call 01252 712667 for details.



Event snapshot

- **When:** May
- **Audience:** People of all ages and walking abilities.

Sponsorship Packages

- **Gold sponsor - £1,500 + VAT**
- **Silver sponsor - £750 + VAT**
- **Bronze sponsor - £300 + VAT**

Music in the Meadow

Summer sounds in the park



About the concerts

Music in the Meadow brings free live music to Gostrey Meadow every Sunday throughout the summer.

Families, friends, and visitors gather with picnics to enjoy performances from local bands and musicians. With refreshments on sale from the charity tea tent and a relaxed festival atmosphere, it's a much-loved event that celebrates Farnham's vibrant music scene.



Event snapshot

- **When:** Ten events from May to September
- **Audience:** Families, locals, picnic-goers and music lovers

Sponsorship Packages

- Part of the principal summer sponsor package - £3,500 + VAT
- Gold sponsor - £400 + VAT

Speak to us about sponsoring an individual concert so you can entertain your customers and promote your business.

Support local music and community spirit
 Contact events@farnham.gov.uk or call 01252 712667 to sponsor Music in the Meadow.



Farnham's World Music Day

A summer celebration to round off carnival weekend



About the concerts

A spectacular carnival weekend finale, drawing large crowds to Gostrey Meadow for a day of live music.

Families and friends gather with picnics to enjoy an afternoon of live music from around the world on the main stage, craft activities, food and drink stalls and children's entertainment.

Sponsorship aligns your brand with a high-profile event that combines culture, community, and celebration in a convenient town centre setting.



Be part of the celebration

Contact events@farnham.gov.uk or call 01252 712667.

Event snapshot

- **When:** Last Sunday in June
- **Audience:** Families, locals, music lovers.

Sponsorship Packages

- Part of the principal summer sponsor package - £3,500 + VAT
- Gold sponsor - £1,250 + VAT
- Silver sponsor - £750 + VAT



Farnham Food Festival

A feast for the senses

About the festival

Farnham Food Festival is one of the biggest events in the town's calendar.

Thousands flock to the town centre to browse over 100 food and drink stalls, sample delicious dishes on the day, and stock up on tasty treats to take home. Visitors can watch live cookery demonstrations from top chefs, test their taste buds at the ever-popular chilli eating competition, and enjoy a full programme of live music that adds to the festival buzz.



Be part of the festival's success

Contact
events@farnham.gov.uk or call 01252 712667 to book your sponsorship and help make the next Farnham Food Festival the best yet!

Event snapshot

- **Duration:** September
- **Visitors:** 15,000+
- **Location:** Farnham town centre
- **Audience:** Families, foodies, residents, regional visitors

Sponsorship Packages

- **Gold sponsor - £1,500 + VAT**
- **Silver sponsor - £750 + VAT**
- **Bronze sponsor - £500 + VAT**



Farnham Craft Month

World Craft Town celebration



About the month

As England's first World Craft Town, Farnham proudly celebrates Craft Month every October with a vibrant programme offering over 80 events.

From exhibitions and open studios to workshops, trails, and family-friendly activities, Craft Month highlights the talent of local makers and the joy of hands-on creativity.

To celebrate the end of Craft Month, there is an impressive lantern festival and procession which includes lanterns made by the community. Sponsors of Craft Month benefit from association with an internationally recognised creative destination, connecting with audiences who value culture, artistry, and innovation.



Event snapshot

- **Duration:** October
- **Audience:** Artists, makers, families, students, visitors
- **Highlights:** Workshops, exhibitions, open studios, talks, Farnham Lantern Festival.
- **@farnhamcrafttown** has over 6,000 followers on social media

Sponsorship Packages

- **Principal sponsor - £3,500 + VAT**
- **Gold sponsor - £1,500 + VAT**
- **Silver sponsor - £750 + VAT**



Champion creativity in Farnham

Make your mark as a Craft Month sponsor – **contact** events@farnham.gov.uk or call 01252 712667.

Venison Dinner

Farnham's most historic dinner



About the dinner

The Venison Dinner is Farnham's most historic black-tie occasion, dating back to 1605 when it was first held to deter deer poaching in Farnham Park.

Today, it remains a prestigious evening bringing together community leaders, businesses, and residents for a five-course meal, wine, and speeches in celebration of Farnham's unique heritage. Formal yet relaxed, the dinner offers an opportunity to network, entertain clients, and be part of one of Farnham's oldest traditions.



Align your brand with Farnham's most prestigious civic dinner

Contact events@farnham.gov.uk or call 01252 712667 to explore sponsorship opportunities

Event snapshot

- **When:** November
- **Where:** The Bush Hotel, Farnham
- **Audience:** 100+ guests, including local business leaders, councillors, and community figures
- **Highlights:** Five-course meal with wine, entertaining speeches, historic toasts, hosted by the Mayor of Farnham

Sponsorship Packages

- **Principal sponsor - £2,500 + VAT**
- **Drinks' sponsor £750 + VAT**
- **Welcome reception - £500 + VAT**

Farnham Christmas Lights Switch-On

Lighting up the season

About the Switch-On

Farnham's Christmas Lights Switch-On marks the start of the festive season.

The event is a fun, festive-filled afternoon of live entertainment from local schools, theatre groups, dance companies, and bands. There is food, drink and gift stalls children's rides, face-painting and a free Santa's grotto.

This much-loved community event offers sponsors the chance to shine alongside a celebration that brings people together, boosts local business, and spreads festive cheer throughout Farnham.

Be part of Farnham's brightest celebration

Find out how you can help light up Farnham this Christmas by contacting events@farnham.gov.uk or call 01252 712667.



Event snapshot

- **When:** November
- **Audience:** 5,000+ visitors, families, shoppers, schools, community groups
- **Highlights:** Live entertainment, festive market stalls, funfair rides, Santa's grotto, and the big switch-on moment. This magical event marks the start of Christmas in Farnham and draws thousands of people to the town centre.

Sponsorship Packages

- **Part of the principal Christmas in Farnham sponsorship package - £3,500 + VAT**
- **Gold sponsor - £1,500 + VAT**
- **Silver sponsor - £750 + VAT**
- **Bronze sponsor - £500 + VAT**



Civic Christmas Carol Service

A traditional Christmas custom

About the concert

Hosted by the Mayor of Farnham, the service combines Christmas readings with beautiful carols and music by the award-winning Farnham Youth Choir.

Tickets for the public are allocated through a free-entry ballot with remaining tickets distributed to local charities and community organisations. Sponsorship of this event offers a meaningful way to support the community while being part of a traditional Christmas event.



Celebrate tradition, community, and Christmas

Align your brand with tradition, music, and community spirit at an event that thanks those who give so much throughout the year.
Email
mayor@farnham.gov.uk
 to explore sponsorship opportunities.

Event snapshot

- **When:** December
- **Where:** St Andrew's church
- **Audience:** 300+ attendees including community groups, charities, and residents
- **Highlights:** Christmas readings, carols, live music from Farnham Youth Choir, hosted by the Mayor of Farnham

Sponsorship Packages

- **Principal sponsor - £2,500 + VAT**
- **Gold sponsor - £1,000 + VAT**

Farnham Christmas Market

A festive favourite

About the market

Farnham's Christmas Market transforms the town centre into a festive wonderland.

With over 100 stalls selling gifts, crafts, and seasonal treats. Families and visitors enjoy street food, entertainment, and the joyful atmosphere of one of the area's most popular Christmas events.

Sponsorship offers businesses the chance to be part of a high-profile celebration that supports local makers, boosts the economy, and spreads festive cheer to thousands.



Event snapshot

- **Duration:** December
- **Where:** Farnham town centre
- **Audience:** 10,000+ shoppers
- **Highlights:** Over 100 stalls, festive food, gifts, entertainment. Historically one of the largest one-day Christmas markets in the South, attracting visitors from far and wide.

Sponsorship Packages

- **Part of the principal Christmas in Farnham sponsorship package - £3,500 + VAT**
- **Gold sponsor - £1,500 + VAT**
- **Silver sponsor - £750 + VAT**
- **Bronze sponsor - £500 + VAT**



Spread festive cheer

Share the spirit of Christmas by becoming a sponsor today. Contact events@farnham.gov.uk or call 01252 712667.



**2025/26
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Farnham Town Council events**

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