

## Warminster Town Council

Sponsorship Packages



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#### Welcome

Warminster is a wonderful town in the south west of England. As a Town Council we have worked hard to establish a programme of events to celebrate and support the town. We also deliver and maintain assets which enhance the experience of residents and visitors.

As an integral part of the community we recognise the invaluable contribution of individuals and local organisations in achieving a vibrant and thriving town. As such we invite you to consider sponsoring one of our events or assets helping to raise your businesses profile and further enhancing the town.

## Sponsor Benefits

Warminster Town Council is proud to deliver and support a wide range of local events, services, and projects that make our town a great place to live, work, and visit. Sponsorship offers an opportunity for local businesses, organisations, and individuals to partner with us, contribute to community life, and raise their profile.

#### Why Sponsor with Warminster Town Council?

- Support your community Help fund events, facilities, and projects that benefit residents and visitors.
- Raise your profile Reach new audiences through event publicity, social media, and local press.
- Positive recognition Show your commitment to Warminster and enhance your brand's reputation.
- Flexible opportunities Options are available to suit all budgets and levels of involvement.

#### **Sponsorship Opportunities**

- Community Events e.g. Christmas Lights Switch On, Spring in the Park, Independent Markets and Festivals.
- Town Assets such as floral displays
- Bespoke If you have a specific idea, we're happy to discuss bespoke arrangements.

We would be delighted to explore how we can work together to make a positive difference for Warminster.

### Our Events

Warminster Town Council, working alongside valued partners including the Warminster Business Network, have invested considerable resources in the last few years to grow and develop a varied events programme. These events have become an important part of the community calendar and a regular fixture in many people's diaries. Utilising our beautiful Lake Pleasure Grounds and historic Town Centre as locations for a wide variety of free to attend events including the ever-popular Spring in the Park and well attended independent markets. Newer events such as the Ice Cream and Bubbles Festival and Pumpkins in the Park have proven to be a great hit with families and we are excited to see these grow over the coming years.

With local residents embracing these events and their popularity also drawing visitors from further afield the number of attendees is increasing year on year. This is having a positive impact on the town centre and Warminster is proud to be bucking the trend in declining footfall seen in other town centres across the country.



### The Benefits of Events

Enhances the vibrancy of the town

Brings the community together

Warminster is quickly becoming a destination town

Our events, particularly the markets, are helping to raise the town's profile and encourage repeat visits to the town

## Programme of Events

MAR

**Spring Market** 

Town Centre & Civic Centre

AUG

**Autumn Market** 

Town Centre & Civic Centre

MAY

Spring in the Park

Lake Pleasure Grounds

ОСТ

Pumpkins in the Park

Lake Pleasure Grounds

JUN

**Summer Market** 

Town Centre & Civic Centre

NOV

Christmas Market & Lights Switch On

Town Centre & Civic Centre

AUG

Ice Cream & Bubbles Festival

Lake Pleasure Grounds

**.** 

**One-Off Events** 

E.g. Concerts; StarFest





Event marketing campaigns may include...



#### Social Media

A social media campaign is carried out for each of our events with regular shares on Spotted in Warminster and Heart of Warminster.



#### Flyers

Flyers are produced for the markets and are distributed to customers by a number of businesses in the Warminster Business Network.



#### **Posters**

Posters are displayed in the three Welcome to Warminster noticeboards located in the two main car parks and the train station. They are also placed



on noticeboards at the Civic Centre and town park as well as in the windows of several businesses throughout the town centre including The Athenaeum and the library.



#### Press Releases

Warminster Town Council releases pre and post event press releases which are sent to local media including The Warminster Journal, Wiltshire Times and BBC Wiltshire.



#### Warminster Journal

We regularly advertise our events in the Warminster Journal, a fortnightly publication. with a wide readership in the town and surrounding villages.



#### Radio Campaign

The local radio station, WCR, regularly promote and cover our events on air and this includes naming any sponsors.



#### Newsletters

A newsletter including upcoming local event listings is sent to a distribution list of residents and businesses



#### Website

Events are posted on the Warminster Town Council website, Explore Wiltshire Events and Visit Wiltshire pages.



Communication plays an important role in our events programme and at Warminster Town Council we are proud to see our numbers of followers grow day on day.

- Within a calendar month we regularly have over 200K views on the Warminster Town Council & Civic Centre Facebook Page.
- With a combined social media following of 9.1K on our town council and town park pages.
- As well as reaching our followers, our posts are regularly shared with popular community sites with over 10,000 followers each.
- In an average month we receive 20,000 page views on the Warminster Town Council website.
- 250 people receive our newsletter.

# Event-Sponsorship Options



#### **Full Sponsorship**

Principle event sponsors would usually receive the full range of available publicity including:

Display of sponsor provided banner at event. Location is event dependent

Sponsor's logo on printed promotional material e.g., posters and flyers

A tag in all social media posts about the event

Acknowledgement in pre & post event press releases

Sponsors logo on the event page of WTC's website as well as a link to the the sponsors website

A stall at the event (3m x 3m, usually £40)

£750 - £2,500\*

\*Depending on event



#### Component Sponsorship

Sponsoring an individual activity or act within an event would give the following marketing benefits:

Sponsor tagged in social media posts about the act/activity

Sponsor acknowledged in pre & post event press releases related to entertainment

During the event sponsor referenced in entertainment announcements over public address (local radio compere)

£100 - £300



#### Bespoke

We would be happy to discuss bespoke options to meet your requirements

Various



The markets, established in November 2023, have quickly become a must attend event for residents and those from further afield alike. With their vast array of local crafts, artisan food and drink and entertainment the markets bring vibrancy to the town centre and have had a lasting positive impact on the local economy.

"A massive thank you to the Warminster Business Network and the Town Council for organising the Warminster Independent yesterday. All of the effort and work that goes into pulling off such an event is truly and massively appreciated, and it was wonderful to see it so busy. I want to thank you again for everything you and the council are doing, bringing such a range of talent and brilliance to Warminster has been amazing to experience"

Stallholder



#### Seasonal Markets

The Warminster Independent Markets take place four times a year following the timetable of one per season.







Spring Sunday 10 to 4pm Summer Sunday 10 to 4pm Autumn Sunday 10 to 4pm

See page 16 for details of the Christmas Market

Average Attendance 8000 - 12,000

### Spring in the Park

A village fete on a grand scale. Set in the beautiful surroundings of the Lake Pleasure Grounds, Spring in the Park encircles the lake with numerous craft stalls, fun games, delicious food and drink and entertainment. With popular competitions, dog shows and donkey rides there is something for everyone. With a particular focus on community, we invite numerous local organisations and charities to have stalls and come together and celebrate wonderful Warminster.



First Sunday in May



10.30 am to 4pm

Average Attendance: 4000 throughout day

"Well done to you and your team for putting on another fantastic Spring in the Park event. We have been coming since the first event and have seen it just grow and grow. It is great to see so many people of all ages having such a fantastic time." STALLHOLDER, SPRING IN THE PARK



# Ice Cream & Bubbles Festival

With a winning combination of summer favourites the Ice Cream and Bubbles Festival is a popular family fun day that is free to attend and features not only a great range of locally produced ice cream but also bubble-themed entertainment including bubble discos and interactive bubbles.



First Saturday in August



12noon - 5pm

Average Attendance: 2000



# Pumpkins in the Park

For one night a year hundreds of carved pumpkins light the grounds of the park for our annual pumpkin competition. There are autumn themed activities and treats and the evening culminates with the mayor declaring the winners.



October Half-term



🤃 5pm - 6.30pm

Average Attendance: 300 - 500





The Christmas market is one of the highlights in the Warminster events calendar with hundreds of stalls lining the High Street and Civic Centre. With a range of gifts, delicious food and a full programme of entertainment throughout the day. The event culminates with the countdown to the switch on of the lights.



Last Saturday of November



10am - 6pm

Average Attendance

<u>8,000 - 12,000</u>



# Other Sponsorship Opportunities

In addition to our events
Warminster Town Council
has opportunities for
sponsoring some of our
assets as well as other
activities within the town.



#### Trails & Hunts

The Town Council organise several trails throughout the year to encourage families to explore the town centre from Easter Egg Hunts to Elf Trails



#### Window Competitions

Every year, at Christmas and on special occasions, such as the King's Coronation, we invite local businesses in the town centre to dress their windows.



There are opportunities to have a plaque with your company name and logo displayed in a planter.
Several options are available within the park and on the Market Place.



#### Other

If you have any ideas that have not been covered in this document, please get in touch and we would be happy to discuss further.

# Trails & Window Competitions

#### Trails & Hunts

Two or three times a year the council creates a fun hunt or trail through the town centre. These hunts and trails usually align with our events or seasonal holidays and are a great way for families, local and visitors, to get to know the town and encourage



#### Window Competitions

Each Christmas we ask the businesses of Warminster Town Centre to participate in the Christmas Window Competition with prizes available to the three with the highest number of public votes. The town looks wonderfully festive and we can give back to the hardworking businesses

LONGLEAT

SAFARI

To join

in the fun

scan here

26th July

1st captember

ACTIVITY FOR

THE SCHOOL HOLIDAYS





#### Trails & Hunts

Sponsoring a hunt or a trail would give the sponsor the following marketing benefits:

Sponsor tagged in all social media posts about the trail/hunt

Sponsor acknowledged in trail press release prior to and after event

Sponsors logo on the event page of WTC's website as well as a link to the the sponsors website

Sponsor's logo on printed promotional material e.g., posters and flyers

£200 - £300



#### Window Competitions

The following marketing benefits would be available for sponsoring a window competition:

Sponsor tagged in all social media posts about the competition

Sponsor acknowledged in competition press releases prior to and after event

Sponsors logo on the event page of WTC's website as well as a link to the the sponsors website

Sponsor's logo on printed promotional material e.g., posters and flyers

Sponsor's logo on voting posters displayed in all participating businesses

£300 - £400

The opportunity to sponsor BOTH the Christmas trail and window competition is also available

## Planters The Lake Pleasure Grounds

The Lake Pleasure Grounds are the crowning jewel in our town and are enjoyed throughout the year by the whole community. The grounds are especially popular in the summer months with boating on the lake, the splash pad and golf putting as well as numerous other activities and events. With a high footfall on a daily basis, this is a great opportunity to reach a large audience, with the splash pad in particular, attracting visitors from neighbouring towns and across the county.



#### **Annual Planter**

Included in sponsorship package:

1 x planter for 12 months

Seasonal planting with Summer and Autumn bedding varieties

Grounds team will plant, maintain and care for plants

1 x 20cm by 10cm sign Including your company name & logo, designed to parameters by WTC

£250 - £300



Each planter will be cohesively designed to match the colours of the hanging baskets.

● 3 x Three-tier planters ● 4 x Lamppost planters

Sponsoring a planter within the Lake Pleasure Grounds is an effective way to promote your business while enhancing the local environment and people's enjoyment of the park. Three of these planters are available for sponsorship.

POTENTIAL AUDIENCE REACH
ESTIMATED ANNUAL FOOTFALL OF 250,000







#### **Annual Planter**

Included in sponsorship package:

1x Welcome to Warminster box planter

Seasonal planting with Summer and Autumn bedding varieties

Grounds team will plant, maintain and care for plants

1 x 20cm by 10cm sign Including your company name & logo, designed to parameters by WTC

£300 - £350

Situated in prominent positions on either side of the Market Place these offer great exposure to planters shoppers and visitors to the town. Planted seasonally so as to be enjoyed throughout the year and with a colour scheme designed to be cohesive with the hanging baskets.



## Bespoke Packages

We have endeavoured to provide a full range of sponsorship opportunities designed to suit all budgets and we hope one or more of these will meet your marketing needs however we are happy to discuss more bespoke packages.

To enquire about a sponsorship opportunity please contact

**Events Sponsorship Opportunities** events@warminster-tc.gov.uk

Other Sponsorship Opportunities admin@warminster-tc.gov.uk

Please note this booklet is a guide to potential sponsorship options and benefits, and as such may be subject to change. Available options will be discussed upon enquiry.





 $\rightarrow$  Phone:

01985 214847

 $\rightarrow$  E-Mail:

admin@warminster-tc.gov.uk

→ Website:

warminster-tc.gov.uk

 $\rightarrow$  Address:

Civic Centre, Sambourne Road, Warminster, BA12 8LB











