

London Road Business Association Presents

**Community
Sponsorship Opportunities**

Celebrating Cultural Diversity

Sunday 19th July

**London Road Carnival
2015**





London Road
Business Association

London Road Carnival

Celebrating Cultural Diversity in the Area

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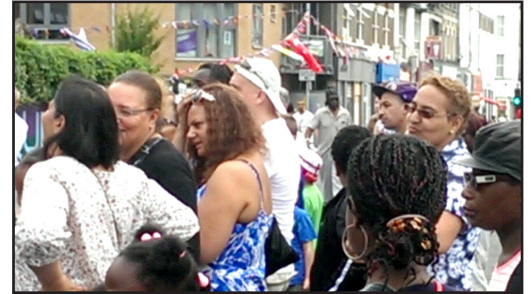
**LONDON ROAD
CROYDON**

The London Road Carnival 2015

We are seeking sponsorship for the London Road Carnival 2015. In order to stage, promote and advertise this popular established event we need your help.

London Road – a vibrant commercial street in West Croydon – will be closed to traffic on Sunday 19th July 2015 as it celebrates its cultural diversity, filling the streets with colour, music, dance, food and traditional games.

The London Road Carnival will also be the first time that the community have come together to celebrate the Islamic festival of Eid on the weekend of Eid al-Fitr (Festival of Breaking the Fast).



The Carnival will also have an educational twist as London Road will provide a platform for different cultural identities, age groups and walks of life in an event which will feature:

- A cultural mix of pop up acoustic musicians
- A kid's zone
- Brilliant market stalls selling an array of food, drink, gifts and crafts
- The local business community showcasing what's great about London Road including its impressive and diverse selection of independent shops and restaurants.

The purpose of the event is to welcome locals, customers and a new audience to enjoy a fun packed day and to demonstrate that London Road is the place to be when it comes to the variety of culture dining, arts and crafts and a welcoming community.

However, the London Road Carnival cannot happen without sponsorship from businesses like yours. Therefore we are seeking sponsors to put their name to this fantastic event and give a boost to the local business community and pride in the local area.

In return for sponsorship we can give you significant exposure through our marketing campaign.

This event is being organised by London Road Business Association and delivered by local events management company, Think Events London.



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Marketing and Promotion

We are planning an extensive local marketing and promotional campaign to gain maximum exposure for this year's London Road Carnival.

Our promotion is targeted at the local community, living in, and around Croydon as well as people who live in neighbouring areas.

The marketing campaign will include:

- Distribution of 10,000 flyers promoting the event and featuring sponsors' logos
- A3 posters advertising the event and featuring sponsors' logos which will be displayed in community venues including libraries and local businesses
- Street banners on London Road advertising the event and featuring sponsors' logos
- Local advertising and follow up coverage in local media which will feature event sponsors
- Event website
- Social media campaign (Facebook and Twitter)
- Advertisements in the local media and radio stations.





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Sponsor Benefits

We can tailor a sponsorship package to your needs. By sponsoring this event you will benefit from significant brand exposure and the opportunity to meet thousands of people face to face and increase your reputational profile in the local community.

The event will attract a broad customer demographic providing your business with a great opportunity to promote your products or services in a sociable and fun environment, whilst working towards your company's business objectives.

London Road Carnival is a major event for the local community's calendar – attracting over 2,000 people throughout the day – and provides a feel good factor for all those involved.

The event allows for sponsor involvement on a number of levels and provides great opportunities for mutual benefit.

However big or small your contribution, all financial sponsorship or in-kind donations are gratefully received.

There are a variety of sponsorship packages which we can tailor to meet your needs (see following page).

Together we can help ensure that London Road Carnival is a great success!





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Sponsorship Exposure & Benefits

Sponsorship Exposure & Benefits	Gold Sponsor	Silver Sponsor	Bronze Sponsor
EVENT PROMOTION:			
Programme			
Logo and acknowledgement as "Main sponsor" on event flyer (10,000 copies distributed)	✓		
Acknowledgement as sponsor on event flyer (10,000 copies distributed)		✓	✓
Posters, banners, adverts and local media coverage			
Logo and acknowledgement as "Main sponsor" on posters, street banners, advertisements and other coverage in local press	✓		
Acknowledgement as sponsor on posters, street banners, advertisements and other coverage in local press		✓	✓
Event Website			
Logo and acknowledgement as "Main Sponsor" on title banner of event website homepage	✓		
Acknowledgement as sponsor and link to your businesses website from our event website	✓	✓	✓
Social Media			
Acknowledgement as sponsor on our Facebook page	✓	✓	✓
Acknowledgement as sponsor on our Twitter page	✓	✓	✓
Minimum of three additional Facebook posts about your business	✓		
Minimum of two additional Facebook posts about your business		✓	
Minimum of three additional Twitter posts about your business	✓		
Minimum of two additional Twitter posts about your business		✓	
On The Day			
Option to have your company stall at the event and / or opportunity to distribute your company literature	✓		
Post Event			
Acknowledgement as sponsor in follow up coverage in local press	✓	✓	✓



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Sponsorship Rates

Sponsorship Category	Sponsors In Each Category	Value
Gold	Exclusive category for two sponsors only	For this level of sponsorship we ask you to consider £3,500
Silver	Unlimited	For this level of sponsorship we ask you to consider £1,500
Bronze	Unlimited	For this level of sponsorship we ask you to consider £750

Contact

To book your sponsorship or advertising package or discuss any of the opportunities outlined in this document please contact:

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THANK YOU!

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CROYDON**

THINK EVENTS
L O N D O N

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