

MAIDENHEAD SHOW '19

Saturday Sept. 14, 2019

Sponsorship Packages



About the Maidenhead Show

The Maidenhead Show is a free to attend, not-for-profit annual 'country show in the town' in its 6th year, that brings together local people to celebrate their creativity.

It is led by Craft Coop, a CIC that supports 150 'kitchen table' crafters with advice and low-cost shared retail space. The Show developed as Craft Coop volunteers were regularly approached by local people who had creative hobbies but felt isolated or didn't have an opportunity to share what they did.

The event has been growing since it started in 2013 with just 10 entrants in 4 classes; last year saw 300 visitors, 20 stall holders, 53 entries across 7 classes, 52 dog show entrants, 8 local dance, drama and music groups, and 4 local businesses who provided catering.



The Maidenhead Show has grown from a table in the shopping centre to a multi-site event across our Town Hall lawns and library plaza. In 2019 we are looking to make the Show bigger and better and will be closing The Colonnade to road traffic, making the event safer and larger with more car-free space. This increased space will enable more paying stallholders, supporting more small businesses and attracting more visitors.

Funding

Our budget for this year's show is £12,000 and we really need the support of local organisations, companies and individuals to meet our target and make sure we have a great event in our town.

The Show is volunteer-led and brings people together to celebrate local creativity in all its forms. The show is growing in popularity and funding would help us attract even more people, building a sense of pride in our town.

We hope the Maidenhead Show on 14 September 2019 will see us double attendance and secure the Show's future as a self-sustaining event in our town's calendar and the heart of our community.

Maidenhead Show is a standalone event, it is not a council-run or funded event, which is why your support is really needed and appreciated. Supporting the Maidenhead Show provides a great opportunity for your business to reach a large local audience, not only onsite at the event but also through our extensive online presence.

Sponsorship Opportunities

We have several opportunities available to businesses so you can support this amazing community initiative. These include:

- Marketing Materials @ £2000
- Performance Area @ £1000
- Competition Prizes @ £500
- Printing @ £500
- Treasure Hunt @ £300
- Programme Advertising from £50

Tailor Made Sponsorship

We are very happy to work with you to create bespoke sponsorship packages to suit your needs and budget. Please call Lisa Hunter, Administrator, on 07876 341334 or send an email to lisajayne22000@yahoo.co.uk

If you would like to discuss sponsorship opportunities for The Maidenhead Show with us – perhaps to fund a specific competition or to pay for a specific piece of equipment such as our stage and receive linked publicity – please see our sponsorship packages below or email lisajayne22000@yahoo.co.uk and we will get in touch to arrange a meeting.



Sponsorship Opportunities

Marketing Materials - £2,000

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand at The Maidenhead Show
- Free full-page advert in the Show Programme
- Permission to hand out leaflets at the show
- Pull up banners located around the Show grounds (to be provide by you)
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



Performance Area - £1,000

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand at The Maidenhead Show
- Free full-page advert in the Show Programme
- Pull up banner located next to the performance area (to be provide by you)
- Permission to hand out leaflets at the show
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



Competition Prizes - £500

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free half page advert in the Show Programme
- Pull up banner located in the competition marquee (to be provide by you)
- Permission to hand out leaflets at the show
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



Programme Printing - £500

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free half page advert in the Show Programme
- Permission to hand out leaflets at the show
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



High Street Banner Sponsorship - £500

- Recognition of sponsorship and inclusion of logo on the banner to be placed on Maidenhead High Street
- Free half page advert in the Show Programme
- Your logo included on our website with hyperlinks to your own website
- Benefit of an extensive social media campaign

Treasure Hunt Sponsorship - £300

- Recognition of sponsorship and inclusion of logo on the banner to be placed on Maidenhead High Street
- Free quarter page advert in the Show Programme
- Your logo included on our website with hyperlinks to your own website
- Benefit of an extensive social media campaign



Programme Advertising - £50 to £150

We are producing a glossy A5 programme to be given out to all visitors to the show so this a fantastic opportunity for your business to be seen. The advertising prices are as follows:

- £50 – ¼ page advert
- £75 – ½ page advert
- £100 – full page advert
- £150 – inside full-page front cover or back cover advert

If you would like to discuss sponsorship opportunities for The Maidenhead Town Show with us please contact Lisa Hunter, either by email at lisajayne22000@yahoo.co.uk or by phone on 07876 341334.

**THANK
YOU!**

