

Sponsorship & Advertising Opportunities 2017

Environmental Fair

Bank Holiday Monday
28th August 2017



CARSHALTON FROST FAIR



Saturday 2nd Dec 2017

020 8404 1522 or
fair@ecolocal.org.uk



Environmental Fair

This annual event is a big feature in the local calendar for many thousands of local residents and has a high profile.

Run by EcoLocal with many volunteers, the event brings together a vibrant mix of **businesses**, producers, **musicians**, **craftspeople**, entertainers and **community** organisations to promote and enjoy various aspects of sustainable living. The Fair:

- o attracts around 10,000 people annually
- o boasts over 150 stalls
- o presents three stages showcasing local talent
- o incorporates a farmers' market
- o provides children's fun,
- o has a bar & food outlets
- o includes a music café
- o gives demonstrations and talks
- o has an excellent media profile - see next page for more information

How can your business utilise this event?

You can raise your profile and support the Fair from as little as £36, or as much as £10,000 as an advertiser or sponsor.

Please see details over page for advertising and sponsorship packages.



You can raise the profile of your business no matter how big or small your budget is!

The Carshalton Environmental Fair is an excellent way to raise your business profile with thousands of local people who hold this event in high regard.

Last year we had over over 54,000 website visits. We used various social media platforms to publicise the event - our facebook page had a 'reach' of over 10,500 in the week before the event. Our newspaper adverts reached 43,000 people, we distributed 18,000 flyers, posters and banners. We aim to beat this in 2017.

The event attracts around 10,000 people and our Programme is distributed free to attendees. The range of exhibits attracts a diverse audience, from families with children to younger people as well as the older generation, with diverse interests and backgrounds.

How to get involved

Advertise in the Fair Programme - expose your company to 10,000 people

Become a Fair Sponsor - choose a sponsorship package to enhance your company profile and associate your business with this well respected community event.



Gold Sponsor

You are a significant partner and gain a high profile supporting this major community event :

- o Your logo on the front of 18,000 posters and flyers plus a 14cmx8cm full colour advert on the reverse of the flyer
- o Your logo included in our newspaper / magazine adverts (includes local Guardian)
- o Your logo on the front of the programme
- o A full page colour advert in the programme, read by 10,000 fair attendees and their families
- o 3 banners (provided by you) displayed at the fair
- o Free space of up to 24 sq metres for your stalls / activities at the event

Gold Sponsorship: £2500+

Bespoke options available



Bus Service Sponsor

Sponsor our Bus Service which runs on the day of the event with three buses serving districts within the London Borough of Sutton :

- o Your logo on the front of 18,000 posters and flyers plus a 14cmx8cm full colour advert on the reverse of the flyer
- o Your logo included in our newspaper / magazine adverts (includes local Guardian)
- o Your logo on the front of the programme
- o A full page colour advert in the programme, read by 10,000 fair attendees and their families
- o Your logo on the bus timetable
- o A poster advertising your sponsorship displayed on each bus
- o Free space of up to 24 sq metres for your stalls/activities at the event

Bus Sponsorship: £2000



Main Stage Sponsor

Situated in Carshalton Park's natural amphitheatre, thousands of people, families and music fans gather to watch a great range of acts on this renewable energy powered stage :

- o Your colour logo on the reverse of 18,000 promotional flyers
- o A full page colour advert in the programme, which is read by up to 10000 fair attendees and their families
- o Your banner displayed in front of the Main Stage
- o We will advertise your sponsorship to our 10,000+ aggregated social media platform followers
- o One free 4m pitch at the event

Main Stage Sponsorship: £1000



Music Café Stage / Performing Arts Marquee Sponsors

The Music Café and the Performing Arts Marquee each offer additional focal points for many of the Fair's visitors :

- o Your colour logo on the reverse of 18,000 promotional flyers
- o A half page colour advert in the programme, which is read by up to 10000 fair attendees and their families
- o Your banner displayed in front of the Music Cafe Stage
- o We will advertise your sponsorship to our 10,000+ aggregated social media platform followers
- o One free 4m pitch at the event



Music Cafe or Performing Arts Sponsorship: £500 each



Children's Area Sponsor

This area is always popular with families. Last year, activities included circus skills, pedal power challenge, paint spinning art, drumming workshops, face painting and scarecrow making :

- o Your colour logo on the reverse of 18,000 promotional flyers
- o A half page colour advert in the programme, which is read by up to 10,000 fair attendees and their families
- o Your logo on the Children's Activity page in the programme
- o Your banner displayed at the event
- o We will advertise your sponsorship to our 10,000+ aggregated social media platform followers
- o One free 4m pitch at the event



Children's Area Sponsorship: £500

Advertise in the Programme

We distribute high quality programmes free at the fair. Many people take them home to keep as a directory of local organisations in towns such as Carshalton, Wallington, Sutton and Croydon. The programme includes several colour pages available for advertising, as well as black and white printed on yellow paper.

Advert prices (Net of VAT)

	Width (mm)	Height (mm)	Black and White	Colour
Full page A5	143	205	£90	£170-205*
Half page	138	97	£50	£85
Half page	66	200	£50	£85
Quarter page	66	97	£30	£42.50

*Price depends on advert location. Please enquire.

Please email fair@ecolocal.org.uk to book advert spaces and enquire about deadlines for submission of your artwork.



CARSHALTON FROST FAIR



Saturday 2nd Dec 2017

Held in the beautiful setting next to Carshalton Ponds on the first Saturday in December, the Frost Fair is a traditional winter event with activities for all of the family.

Outside Honeywood Museum and in the nearby Memorial Gardens by Honeywood Walk, we have stalls from our Wallington Farmers' Market offering a range of tasty treats as well as a variety of craft stalls selling wonderful gift ideas.

As it gets darker, the area is lit with twinkling fairy lights and visitors can do some seasonal shopping with the smell of roasting chestnuts in the air. We have choirs, live music and entertainments with a seasonal feel. Children's activities abound in the Honeywood Museum and Ecology Centre grounds.

Support the Frost Fair:

We offer 2 Frost Fair Gold Sponsors the following opportunities:

- o Your business logo on our publicity flyer and poster (5000 copies)
- o An advert in the programme, which is read by up to 4000 attendees and their families
- o We will advertise your sponsorship to our 10,000+ aggregated social media platform followers



Frost Fair Gold Sponsorship £1000

www.carshaltonfrostfair.org.uk

Frost Fair Programme Sponsor:

- o An advert in the programme, which is read by up to 4000 attendees and their families
- o 2 locations for you to put up your business signs or banners at the event

Programme sponsorship £400



Advertise in the Frost Fair Programme

These are handed out for free at the event and many people take programmes home and keep them as a directory of local organisations.

Please contact us for details on 020 8404 1522

Support in Kind

We come to individual arrangements with companies or organisations who could provide EcoLocal with support-in-kind, through for example loan of event equipment.

Many thanks



Would you like to make a donation to the work of local charity EcoLocal?

Would you consider leaving the charity a legacy or making a gift aid donation?

We are very grateful of any assistance you can offer

EcoLocal is an independent community organisation based in Carshalton. EcoLocal is the working name of The Centre for Environmental Initiatives. Our charity number is 1087782.

EcoLocal develops and delivers a range of services aimed at helping people contribute toward their communities. Our activities cover community engagement, volunteering, local food, healthy living, transport, energy, waste minimisation, consultation and research, training and facilitation, social enterprise development and event management.



EcoLocal Websites and Social Media

More information about us and our activities is available on our websites and via our social media outlets:

- o Main website www.ecolocal.org.uk
- o Inclusive Cycling www.ecolocalcycling.org.uk
- o Cycle Deliveries www.ecolocal.org.uk
- o Food Growing activities www.localfoodnetwork.org.uk
- o Environmental Fair www.envfair.org.uk
- o Farmers' & Craft Markets www.ecolocalmarkets.org.uk
- o Environmental education www.ecolocalschools.org.uk
- o Energy Road Show www.mobilesolarpower.org.uk
- o Frost Fair www.carshaltonfrostfair.org.uk

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- o www.facebook.com/ecolocal
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- o www.twitter.com/ecolocalmarket
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visit www.ecolocalcomp.org.uk

