

# Hereford River Carnival 2025 – be part of Hereford's biggest and best free community event!

**HEREFORD  
RIVER  
CARNIVAL**



## Sponsors Packages

### Please Note.

All the packages can be shaped to suit your needs.

If you can offer goods, services or volunteer staff to offset the monetary fees we would love to hear from you too!

### £20 - Wall of Fame

Send us a photo of you, or your dog, cat, or guinea pig, which will be published on our website page's 'Wall of Fame' and shared on our social media!

### £100 - Logo

Get your Logo on the website and an advert in the programme 16th-page size

### £500 - Advertise

- Quarter page Advert in the Souvenir programme
- Banner/ Flags displayed at the event
- Logo on the website
- Marketing/ exhibition stand pitch Approx. 3x3m size
- Social media posts in the lead-up on all our platforms

### £1,000 - Combo

- Half-page advert in the Souvenir programme
- Pontoon with 'A' frame floating on the river with your own banner up to 3m long 1m high
- Logo on the website and in the programme 16<sup>th</sup> page size
- Marketing/ Exhibition stand 6x3m gazebo size
- Social media posts in the lead up on all our platforms
- Banners/ Flags displayed at the event

\* We can produce banners/ flags from your logo or design at cost price

## £2,000 – Combo

- Full page advert in the Souvenir programme
- Pontoon with 'A' frame floating on the river with 2 of your own banners up to 3m long 1m high
- Banners/ Flags displayed at the event
- Logo on the Poster & Marketing feeds, website and in the programme 8th page size
- Marketing stand 6x3m gazebo size
- Invitation to the sponsors soiree with free fizz and continental breakfast
- Logo in the 'Your Herefordshire' Website Article & HRC Social media posts in the lead up on all our platforms

## Be a Main Sponsor with high visibility on all our marketing feeds and around the site.

### £5,000 to £10,000

Your company will be synonymous with the River Carnival. We will work with you to create bespoke benefits to suit your organisation's needs.

**Alternatively, you may like to sponsor an area or activity to get the benefits of the equivalent package and be associated with that locale**

### Fun Dog Show - £1,000

In the morning, the ever-popular RSPCA Fun Dog Show attracts hoards of dog lovers and offers great photo opportunities.

### Community stage - £1,000

In the afternoon we programme family shows and activities. You can add your name to the stage (e.g. the 'Cadburys' community stage)

### Play in the park activities - £1,000

'Play in the Park' is a series of events in little used park spaces around the low-income parts of our City. These were held during the summer holidays and included **free** activities, kids shows, Face painters, games, bouncy castles and a lunchtime picnic was also on offer, as you can imagine it was a great success. We hope to repeat the project later in the year and at the Carnival event. Your sponsorship would go towards this fantastic community project.

### **Dance tent - £2,000**

The Dance tent is a potential platform for all the dance schools & cheerleader groups around the city. It attracts a lot of young families to the event and helps to swell out the Street Carnival. In the publicity we can add your name (e.g. the 'Sports Company' Dance tent)

### **Weirdshire Stage - £2,000**

'Weirdshire' is a collective of musicians /artists who put on live events in Herefordshire and beyond. Specialising in promoting off kilter folk, psych, drone, experimental, avant-garde jazz musicians from around the globe. The stage runs all day with live music & at the Launch event they will be providing projections and vinyl DJs, at the Left Bank.

### **Aspire performance at the cathedral on Friday night - £2,000**

Aspire Living supports adults with learning & physical disabilities to live the life they choose, Their much anticipated performances at the River Carnival are spectacular, funny and engaging. In '22 & '23 the drama, dance and poetry groups worked alongside Courtyard Youth theatre and with River Carnival artists to produce a show to launch the event.

### **Street Carnival workshops - £2,000**

To help raise awareness and provide free family activities during the Easter holidays, we are committed to producing a number of arts and craft workshops to take place in community centres and venues across the city. These will feed into the street carnival as we offer costume, and carnival structure making activities.

### **BIG THANKS**

**THE HEREFORD RIVER CARNIVAL TEAM!**

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[rivercarnival.org.uk](http://rivercarnival.org.uk)

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