

Collett Park Day

SATURDAY 11th JUNE 2022

SPONSOR PACK

Collett Park Day is a long-established annual summer celebration held in Collett Park, close to the centre of Shepton Mallet, in Somerset. The event is run on behalf of the community by Shepton Mallet Town Council in gratitude for the donation of Collett Park, by John Kyte Collett, in 1903.

For many years, we have built on the success of this popular event and, after an unexpected hiatus, have plans to bounce back in 2022 with a mix of live music, arts, crafts, entertainment, children's activities, trade stands, food and drink, and much more. We offer numerous sponsorship opportunities, which are available to local and national businesses.



We are grateful to our sponsors and supporters, who help us to provide a sense of community and partnership, and also deliver a fabulous day out!

This year we anticipate that Collett Park Day will be well-attended by thousands of local residents. Increasingly, many attendees are also travelling from the county's hinterland and surrounding areas to come to the event, allowing us to showcase the town. This gives our sponsors and supporters an ideal opportunity to raise their brand awareness locally and further afield.

COLLETT PARK DAY Saturday 11th June 2022 10am-5pm



Previous entertainer – Bubbleman, from Rainbow Gecko, with his trusty sidekick.

Collett Park Day features a central display arena and bandstand – with a full schedule of events. (Full details will be announced on the website - <https://colletparkday.co.uk/>.) There will be performances and attractions, such as live music - entertainment – community displays – arts and crafts – local charities – children's workshops – competitions etc.

There will also be a great selection of hot food and an event bar stocked with local beer and cider. We have invited a wide range of local groups, charities and traders to sell their wares and promote their business. Shepton Mallet Fire Station will also be in attendance, where event-goers will have the chance to 'Meet a Fire Fighter'.

Collett Park Day is professionally staffed with trained security and event personnel, and complies with the highest standards of event safety covered by a full Premises License granted by Mendip District Council.

Advertising and Promotion

- We are producing a colour programme for distribution at the event, with a print run of 2,000+ copies. Space will be allocated to all our main sponsors.
- Our Collett Park Day website will carry Sponsors' branding and links to Sponsors' own websites.
- We link to Facebook, Instagram, and Twitter sites drawing thousands of visits from across the region.
- Banners will be displayed in the weeks preceding the Collett Park Day in prominent locations in Shepton Mallet and the surrounding area.

- We also offer banner advertising on the bandstand.
- Collett Park Day is advertised in the “What’s On” sections in the press and on site throughout the Internet.



Your Presence **at the** Collett Park Day

- We offer an ideal opportunity for you to reach more of the local Shepton Mallet population (and surrounding area) than any comparable event.
- Collett Park Day is an ideal, cost effective way for you to make a presence and promote your message or brand.

Sponsorship **Opportunities**

GOLD PACKAGE £2,000+

- Top level event branding and the ability be included in the title of individual events in the programme
- Opportunity for sponsorship of specific venues (main arena and bandstand). This could also extend to sponsoring our litter pick team, parking stewards, and event staff.
- Collett Park Day programme profile (including full page advertising space on back cover or inner covers)
- Company logo to appear prominently on all Collett Park Day promotional leaflets and posters
- Banner on barrier on main arena
- Company logo and acknowledgement on Collett Park Day website
- Link to sponsor’s website
- Complementary display space up to 3m x 3m at the event.

SILVER PACKAGE £1,000+

- Mid-level Collett Park Day branding
- Opportunity for sponsorship of specific venues (main arena and bandstand). This could also extend to sponsoring our litter pick team, parking stewards, and event staff.
- Collett Park Day programme profile (including full page advertising space)
- Company logo to appear at medium size on all Collett Park Day promotional leaflets and posters
- Banner on barrier on main arena
- Company logo and acknowledgement on Collett Park Day website
- Link to sponsor's website
- Complementary display space up to 3m x 3m at the event.

BRONZE PACKAGE £500+

- Opportunity for sponsorship of specific venues (main arena and bandstand). This could also extend to sponsoring our litter pick team, parking stewards, and event staff
- Collett Park Day programme profile (including half page advertising space)
- Company logo to appear on all Collett Park Day promotional leaflets and posters
- Company logo and acknowledgement on Collett Park Day website
- Link to sponsor's website.

Spotlight Package £100+

- Company logo and acknowledgement in Collett Park Day programme
- Company logo and acknowledgement on Collett Park Day website
- Link to sponsor's website

Supporter Package £50+

- Sponsorship acknowledged in the Collett Park Day programme and website
- Link to sponsor's website

'In Kind' Sponsorship

Support can also take the form of goods and services provided by the Sponsor. We will be happy to discuss non-financial contributions and corresponding Sponsor benefits.

We have outlined the typical levels of sponsorships opportunities that we are offering, but if you require a more tailor-made package, please do not hesitate to contact us.

Programme Advertising

The colour Collett Park Day programme is distributed at the event. We anticipate a print-run of 2000+. Our advertising rates have remained unchanged since 2015.

Advertising Rate Card

¼ Page	£50
½ Page	£100
Whole Page	£200
Inside/outside cover	£300

Advertising Boards

Advertising space within the Collett Park Day site is also possible. Please contact us for further details.

Contact Details

For advertising and sponsorship enquiries, please contact:

Email: info@sheptonmallet-tc.gov.uk

Phone: 01749-343984

Event Manager
Collett Park Day
Shepton Mallet Town Council
1 Park Road
Shepton Mallet
Somerset BA4 5BS

Website: <https://colletparkday.co.uk/>

