

*Bridgwater Guy Fawkes  
Carnival*



**Sponsorship  
Information  
Pack  
2011**



**BRIDGWATER  
GUY FAWKES  
CARNIVAL**

Registered Charity No. 1120551  
Company No. 2410415

[www.bridgwatercarnival.org.uk](http://www.bridgwatercarnival.org.uk)

*'The world's largest illuminated Parade'*

# INTRODUCTION



Bridgwater Carnival and its renowned activities is an ideal opportunity for your organisation to gain exposure to an estimated 100,000 spectators.

Our carnival is recognised by many as the largest illuminated parade in the world, and this sponsorship information pack gives details on how your organisation could play a part in Bridgwater's biggest night of the year.

As you will see, we have numerous sponsorship opportunities available and all of our packages are very affordable.

If you would like further information, please contact:-

Dave Stokes on

Tel No: 01278 453320

Mobile No: 07909 567888

E-Mail: [publicity@bridgwaterncarnival.org.uk](mailto:publicity@bridgwaterncarnival.org.uk)

The photographs on the front page of this guide, have been kindly supplied by Peter J Nicholls Photography, Bridgwater.

# A BRIEF HISTORY



Ever since 1605 the people of Bridgwater (Somerset) have been celebrating the failure of the Gunpowder Plot in a unique and spectacular way.

For many years the celebrations centred around a massive bonfire which was sited in the centre of town. By the mid 19<sup>th</sup> century the event was becoming established as a parade with townsfolk in colourful costumes travelling to the bonfire on decorated wagons and hay carts.

The first officially organised parade took place in 1881 when the Bridgwater Guy Fawkes Carnival Committee was formed. New road surfaces laid in 1924 caused the cessation of the bonfire as the tarmac proved unable to cope with the intense heat.

The parade however continued to grow and now, in the 21<sup>st</sup> century, regularly attracts an audience in excess of 150,000 who come to see an enthralling display of light, sound and movement in a two hour long procession containing over 120 entries.

The paraffin lamps which illuminated the entries in the early parades have long since been replaced by electric lamps. Thousands of them. One entry alone may have 30,000 lights requiring a generator capable of producing a megawatt of electricity to bring them to life.

The carts themselves are massive. The largest being over 30 metres long, 5½ metres high and 3½ metres wide. Thousands of hours of work goes into their construction by members of carnival clubs who give their time freely to produce entries which amaze and mesmerise the many spectators who travel to see this carnival, which has no equal in the world.

During the carnival parade spectators are asked to contribute to a street collection, and last year just over £21,000 was raised and shared between local charities and Bridgwater Carnival. This is the fourth consecutive year the collection has dropped, and we are determined to reverse this downward trend

In 2007 the Bridgwater Carnival organisation became a registered charity.

2011 sees the people off Bridgwater enjoying 406 years of these Guy Fawkes celebrations, and plans are well in hand to ensure that this year's carnival is the best one yet!

# **MEDIA COVERAGE**



## **TELEVISION**

In 2010 the two regional television channels (ITV West, and BBC West) featured Bridgwater Carnival both on the days leading up to the event and on the big day itself.

As well as featuring live bulletins throughout the carnival day, ITV West broadcast a third of their early evening news programmes live from the event.

BBC Points West also gave news reports from the procession line up area.

Documentaries have been produced by local and national television companies in previous years.

## **RADIO**

Local radio stations always play a massive role prior to the event carrying regular news items and general promotional packages.

BBC Somerset and Total Star FM broadcast live from the event, and BBC Radio Bristol, Heart FM, and other local radio stations all featured the carnival prominently on carnival day.

## **PRESS**

The local press carry regular Bridgwater Carnival stories throughout the year. They also produce major features pre and post the event.

The Bridgwater Mercury produce a special, full colour carnival souvenir supplement every year.

National press and magazines such as The Daily Express, Somerset Life, The Group Travel Magazine and Caravan & Camping Magazine, have previously carried features on the carnival, and international journals are beginning to cover our spectacular event.

***BRIDGWATER CARNIVAL IS  
BIG NEWS IN THE SOUTH WEST!***

**[www.bridgwatcarnival.org.uk](http://www.bridgwatcarnival.org.uk)**

# CARNIVAL EVENTS



## **CARNIVAL CONCERTS**

Held annually since 1883. The concerts are staged at the Town Hall, Bridgwater, during the first two weeks in October.

This four hour long show annually attracts a 'sell out' audience of 3,500 and includes a cast of over 500 performers from the 13 local Bridgwater carnival clubs, dancing troupes and vocalists.

## **GRAND FIREWORK DISPLAY**

The Bridgwater Carnival celebrations always start with a 'big bang', with a glittering grand firework display the night before carnival day. This free curtain raiser event takes place at St Matthew's Field, Bridgwater, and attracts hundreds of people from in and around the Sedgemoor area.

## **CARNIVAL DAY**

From noon onwards, a whole host of street entertainment provides a fitting build up to the big parade. Last year radio road shows, live bands, Samba bands, and various street performers entertained the thousands of people walking throughout the town centre. 2011 will see a children's parade through the town centre in the afternoon, where the cast will be local primary and secondary school pupils.

## **CARNIVAL PARADE**

Ever since 1605 the town of Bridgwater has celebrated Guy Fawkes' failure to blow up the Houses of Parliament, and the spectacular Bridgwater Guy Fawkes Carnival has gradually evolved from these initial celebrations over the centuries. Nowadays the grand procession takes over two hours to pass any one spot on the two and half mile route.

## **SQUIBBING DISPLAY**

Bridgwater squibs were originally homemade fireworks which were ignited around the bonfire, throughout the carnival celebrations. Despite the demise of the bonfire in 1924, this centuries' old tradition has been retained although the squibs are now manufactured professionally. Nowadays, immediately after the parade has finished, over 150 squibbers line the High Street and ignite their squibs which are then held above their heads on specially made coshes in front of an audience of thousands.

***BRIDGWATER – THE HOME OF CARNIVAL***

[www.bridgwatercarnival.org.uk](http://www.bridgwatercarnival.org.uk)

# OFFICIAL SOUVENIRS



## **SOUVENIR PROCESSION PROGRAMME**

These souvenir programmes are produced by The Bridgwater Mercury, and over 6,000 are printed. The programmes go on sale on the first night of the carnival concerts and cost £1.50, and are available from many retail outlets in Bridgwater.

## **SOUVENIR CONCERT PROGRAMME**

The carnival concert programmes are produced by The Bridgwater Times, and have also proved to be extremely popular with concert goers. The programmes cost £1.50 and are available from Bridgwater Town Hall during the concert fortnight. Over 4,000 are printed yearly, and if you would like to advertise in the programme, contact Lucy Andow on 01749 832312.

## **CARNIVAL PARADE DVD**

Over 2,000 DVDs of the carnival procession are sold annually to carnival supporters from all over the country. The product is filmed and produced by MovingArt, and the commentary is provided by local carnivalites, Andrew Tallon and Andrew Bennett. 2008 was the first time the DVD was filmed in widescreen format and surround sound.

## **CARNIVAL CALENDARS**

Another popular souvenir is the annual carnival calendar, which features many photographs of the entries into Bridgwater Carnival. Over 4,000 are sold annually.

## **CARNIVAL SOUVENIRS**

In 2010 we further extended the products offered in our souvenir catalogue, and the following branded items are also now available:- flags, fridge magnets, hats, mugs, and embroidered badges. We are looking to extend this catalogue range even further in 2011.

***BRIDGWATER'S BIGGEST NIGHT OF THE YEAR***

**[www.bridgwatercarnival.org.uk](http://www.bridgwatercarnival.org.uk)**

# CARNIVAL DATES 2011



## CARNIVAL CONCERTS

Monday 3 October – Saturday 15 October

## GRAND FIREWORK DISPLAY

Thursday 3 November

## CARNIVAL DAY

Friday 4 November

*Events and exhibitions in the town centre  
From Noon*

*Carnival procession through the streets of  
Bridgwater, Somerset – 7pm*

*Squibbing display commences  
Immediately after the procession*

***'Seeing is believing – don't miss this amazing carnival!'***

**ADVANCE NOTICE – BRIDGWATER CARNIVAL WILL  
MOVE TO A SATURDAY IN 2012**

[www.bridgwatercarnival.org.uk](http://www.bridgwatercarnival.org.uk)

# SPONSORSHIP OPPORTUNITIES



The 2011 sponsorship opportunities available are listed below:-

## **TITLE SPONSORS: £15,000 + VAT**

Main carnival procession sponsor allowing company name to be associated with event and appearing on all material, signage, programmes and publicity. Brand awareness opportunities and other benefits to be discussed.

## **CARNIVAL CONCERTS: £5,000 + VAT**

Main carnival concert sponsors providing opportunities for brand awareness. Company name promoted at event and in all publicity and programmes.

## **GRAND FIREWORK DISPLAY: £5,000 + VAT**

Main firework display sponsors providing opportunities for brand awareness. Company name promoted at event and in all publicity and adverts.

## **GUY FAWKES CART: £2,000 + VAT**

Sponsorship of this cart which traditionally leads the procession.

## **SQUIBBING DISPLAY: £1,100 + VAT**

company name promoted during display.

## **SOUVENIR CALENDARS: £1,000 + VAT**

Over 4,000 calendars are sold annually, and company name / logo will be displayed on every calendar month.

## **PUBLICITY MATERIAL: £1,000 + VAT**

30,000 leaflets and 100 posters distributed to Tourist Information Centres and event attractions throughout the UK. Includes sponsor advert.

## **COLLECTING FLOATS: £550 + VAT**

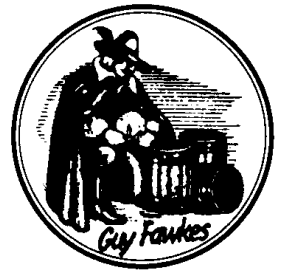
Personalised with sponsors name. Each float completes the entire route with 150,000 opportunities to see. Six floats available.

## **SOUVENIR DVD'S: £500 + VAT**

Over 2,000 souvenir DVDs are sold annually, and company name / logo will be displayed on the front cover of the item.

ALL SPONSORS RECEIVE ACKNOWLEDGEMENT IN THE CONCERT & PROCESSION PROGRAMMES, AND LISTED ON THE EVENT'S OFFICIAL WEBSITE – [WWW.BRIDGWATERCARNIVAL.ORG.UK](http://WWW.BRIDGWATERCARNIVAL.ORG.UK)

# SPONSORSHIP OPPORTUNITIES



## **CARNIVAL SIGNS: £400 + VAT**

Displayed on the five main road routes into the town, these signs provide the date and times of the carnival day's events. Seen by thousands daily!

## **CARNIVAL CONCERT TICKETS: £420 + VAT**

The 5,000 tickets for the concerts will be branded with the sponsor's name / logo. Also the company name will be included whenever possible on the publicity associated with the sale of the tickets.

## **GRANDSTAND TICKETS: £500 + VAT**

The 1,550 tickets for the 10 all seater grandstands will be branded with the sponsor's name / logo. Also the company name will be included whenever possible on the publicity associated with the sale of the tickets.

## **WINDOW STICKERS: £300 + VAT**

Used for promotional purposes, and company name will be displayed on the stickers for all to see. Quantity: 1000 stickers.

## **CONCERT AUDITIONS: £500 + VAT**

Company name will be acknowledged in all adverts and publicity associated with the 'front of curtain act' concert auditions, which take place yearly in March.

## **PROCESSION CUPS: £250 + VAT**

Sponsorship of one of the procession cups, and company name will be acknowledged in the procession programme and official results listing.

## **MARCHING BANDS: £200 + VAT**

Sponsorship of one of the bands appearing in our parade and during the carnival day.

## **PROCESSION CLASSES – 1 TO 6: £200 EACH + VAT**

Sponsorship of one of the procession classes, and company name will be acknowledged in the procession programme and official results listing.

## **PROCESSION CLASSES – 7 TO 13: £100 EACH + VAT**

Sponsorship of one of the procession classes, and company name will be acknowledged in the procession programme and official results listing.

## **COMING SOON... OFFICIAL WEBSITE ADVERTISERS**

Further information will be available soon. Cost to be agreed.

# 2010 SPONSORS



Last year 34 companies and organisations supported our event, and were classed as official sponsors – all of who are listed below.

As you can see, there are a mixture of both national and local businesses, and they operate in a wide variety of industries and markets.

- Anderson & Wall
- Angel Place Shopping Centre
- APR Media
- ASDA
- BAM Construction Ltd
- Bridgwater Chamber of Commerce
- Bridgwater College
- Bridgwater & Burnham Times
- Bridgwater Mercury
- Bridgwater Town Council
- Coop Funeral care
- David Loveridge, Bridgwater North & Central County Councillor
- David Wilson Homes
- Exmoor Teddy Bear Company
- Gerber Juice Company Ltd
- Grand Pier, Weston Super Mare
- Higos Insurance Services
- Hinkley Point B Power Station, British Energy - part of EDF Energy
- JD Wetherspoon – 'The Carnival Inn'
- Michael J Dodden & Co
- Morrisons Supermarkets
- Persimmon Homes, South West
- P Phillips & Sons
- PRS for Music
- Robson Electrics
- Sedgemoor District Council
- SomerRock
- Somerset Car Sales
- Somerset Chamber of Commerce
- Somerset Web Services
- Speedy Hire
- U Drive
- Wadworth & Co, The Cottage Inn, Wembdon
- Wookey Hole Caves

## **TRADE ENTRIES**

We receive numerous inquiries from organisations and companies who would like for their company 'branded' vehicle to be part of the Bridgwater Carnival procession. These offers are only considered if the requesting company / organisation agrees to become an official sponsor. For more detail on what this involves, contact Dave Stokes (details listed on page 2 of this guide).