



BRIDGWATER GUY FAWKES CARNIVAL



SPONSORSHIP INFORMATION PACK

EUROPE'S LARGEST ILLUMINATED PARADE

Seeing is believing ...

Registered Charity No: 1120551
Company No: 2410415
www.bridgwatern carnival.org.uk

INTRODUCTION



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

It is estimated the event is worth £4 million to the local economy - £2 million over the carnival weekend and a further £2 million throughout the year.

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

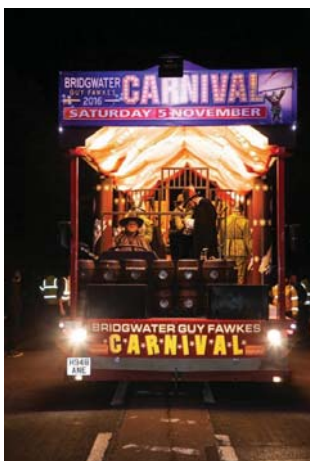
As you will see, we have numerous sponsorship opportunities available and all of our packages are very affordable.

If you would like further information, please contact:-

Chris Hocking or **Dave Stokes**

07980 391 803 / 07909 567 888

publicity@bridgwatercarnival.org.uk



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 19th 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 21st century, regularly attracts an audience of 100,000 who come to see an enthralling display of light, sound and movement in a two hour long procession containing over 100 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The paraffin lamps which illuminated the entries in the early parades have long since been replaced by electric lamps.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 in 2019 over £21,000 was raised and shared between local charities and Bridgwater Carnival.

In 2007 the Bridgwater Carnival organisation became a registered charity.

Bridgwater Carnival has been invited to enter a cart in Her Majesty's Platinum Jubilee Pageant. Construction of the cart is in the capable hands of carnivalites from clubs in Bridgwater and beyond. The cart will be preceded by dancers and the whole entry will involve over 250 people from the carnival community.

MEDIA COVERAGE



TELEVISION

The two regional television channels (ITV West Country and BBC West) comprehensively feature Bridgwater Carnival on the days leading up to the event, on the big day itself and during the days after.

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, Heart FM and Greatest Hits FM all broadcast live from the event, and BBC Radio Bristol and Sedgmoor FM all feature 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, Choice, and Caravan & Camping Magazine, have previously carried features on the carnival, and international journals are beginning to cover our spectacular event.

SOCIAL MEDIA

Bridgwater Carnival has official Facebook, Instagram and Twitter accounts and these have proved increasingly popular over the last few years. The Bridgwater Carnival Facebook page has over 14,000 'likes', and over 5,300 people follow Bridgwater Carnival on Twitter.

LIVE STREAMING

The introduction of live streaming the carnival day activities and parade, has opened Bridgwater Carnival to a whole new, world-wide audience.

BRIDGWATER CARNIVAL IS BIG NEWS IN THE SOUTH WEST!

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 5,000 and includes a cast of over 600 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 10:00am onwards, a whole host of street entertainment provides a fitting build up to the big parade. With help from the Arts Council of England, the entertainment in the day includes marching bands, samba bands, live music, street entertainers and children's parades featuring local primary and secondary school children.



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 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.

OFFICIAL PUBLICATIONS / SOUVENIRS



SOUVENIR PROCESSION PROGRAMME

These souvenir programmes are produced by a local company, and over 5,000 are printed. The programmes go on sale on the first night of the carnival concerts and are available from many retail outlets in Bridgwater. If you would like to advertise in the programme, contact publicity@bridgwatcarnival.org.uk.

SOUVENIR CONCERT PROGRAMME

The carnival concert programmes are produced locally, and have also proved to be extremely popular with concert goers. The programmes are available from Bridgwater Town Hall during the concert fortnight. Over 3,000 are printed yearly, and if you would like to advertise in the programme, contact publicity@bridgwatcarnival.org.uk.

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

Our extensive range of branded items include:-

Bridgwater Carnival DVDs, Calendars, fridge magnets, mugs, thimbles, key rings, coasters, flags, tea towels, and badges. New items are introduced every year.

BRIDGWATER'S BIGGEST NIGHT OF THE YEAR

www.bridgwatcarnival.org.uk

CARNIVAL ACTIVITIES



CARNIVAL CONCERTS

**Held annually throughout the first two weeks
in October**

GRAND FIREWORK DISPLAY & FUN FAIR

**Staged annually in St. Matthew's Field
on the evening before Carnival Day**

CARNIVAL DAY

Always held on the first Saturday in November

*Entertainment in the town centre
from 10am*

*Carnival procession through the streets of
Bridgwater, Somerset – 6pm*

*Squibbing display commences
immediately after the procession*

Seeing is believing - don't miss this amazing carnival!

SPONSORSHIP OPPORTUNITIES



MAIN EVENT NATIONAL PROCESSION SPONSOR: £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.

MAIN EVENT LOCAL SPONSOR: CARNIVAL CONCERTS £6,000 + VAT

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

CARNIVAL DAY CHILDREN'S PARADE: £1000 + VAT

Specially designed shirts will be worn by the 150+ children taking part in the carnival day children's parade, and will contain the sponsor logo.

GUY FAWKES CART: £1,000 + VAT

Sponsorship of this cart which traditionally leads the procession.

SQUIBBING DISPLAY: £1,000 + VAT

Company name promoted during display.

PUBLICITY MATERIAL: £1,000 + VAT

50,000 leaflets and 100 posters distributed to Tourist Information Centres and event attractions throughout the UK. Includes sponsor advert.

SOUVENIR CALENDARS: £1,000 + VAT

Another popular souvenir is the annual carnival calendar which features many photographs of the entries in Bridgwater Carnival. Over 4,000 are sold annually. Includes sponsor name and logo on front page and every calendar month.

GRANDSTANDS TICKETS: £1000 + VAT

The 2,000+ tickets for the 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.

ALL SPONSORS RECEIVE ACKNOWLEDGEMENT IN THE CONCERT & PROCESSION PROGRAMMES, AND LISTED ON THE EVENT'S OFFICIAL WEBSITE -

WWW.BRIDGWATERCARNIVAL.ORG.UK

SPONSORSHIP OPPORTUNITIES



COLLECTING FLOATS:

£550 + VAT

Personalised with sponsors name.
Each float completes the entire route.
Six floats available.

CONCERT AUDITIONS:

£250 + 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 May.

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.

LIVE SCREENING:

£1,000 + VAT

The entire carnival parade will be screened, live to a national and international audience of thousands!

WINDOW STICKERS:

£300 + VAT

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

DIGITAL E-NEWSLETTER

£300 + VAT

Sponsorship of Bridgwater Carnival's E-Newsletter 'The Carnival Squib'. Issued monthly to over 800 subscribers.

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.

Please check availability with Chris Hocking on 07980 391803
or Dave Stokes on 07909 567888

SPONSORSHIP OPPORTUNITIES

LARGE TV SCREEN ON THE CORNHILL

We will have an I-Fly 25 mobile LED Screen erected opposite the Cornhill throughout carnival day and night - see picture of screen below.

The screen will show highlights of previous carnivals, the activities in the town centre on carnival day, footage of the carts lining up at Parkway for this year's parade and other information, interspersed with sponsorship messages and advertisements.

Our aim is to attract 5 or 6 key sponsors to cover the hire costs for the equipment, and the companies who do so will receive significant advertising on the screen throughout the day and night activities. The sponsors will also receive acknowledgements in the concert and procession programmes, as well as being listed as an official sponsor on our website.

Regular advertising slots available.
Please contact Chris Hocking on 07980 391803 for costs.



CURRENT & PREVIOUS SPONSORS

Support for our carnival through sponsorship comes from a mixture of both national and local businesses, who operate in a wide variety of industries and markets.

We hope you will join them. You will be in good company!

Arts Council of England

Anderson & Wall

Angel Place Shopping Centre

Brandon Tool Hire

Brean Leisure Park

Bridgwater Car and Van Hire

Bridgwater College

Bridgwater Town Council

Bristol Road Motors

The Carnival Inn, JD Wetherspoon

Exeter Segways

Higos Insurance Services Ltd

Hinkley Point A, Magnox

Hinkley Point B/C EDF

James Tobias

JT Retail Ltd

N Notaro Homes Ltd

Maxwells Chartered Accountants

Michael J Dodden & Co

Monmouth Scientific

Northcliffe Media Ltd

Octagon Theatre, Yeovil

Palace, Brunel Bar & Link Lounge

Pardoes Solicitors

P Phillips and Sons

PRS for Music

Purnells 4 Print & Design

Sedgemoor District Council

Somerset Car Sales

Somerset Web Services

Unite The Union

Western Fuel

Wilkie, May & Tuckwood

Wookey Hole Caves

1610 Leisure

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 Chris Hocking or Dave Stokes (details listed on page 2 of this guide).

OTHER WAYS OF SUPPORTING BRIDGWATER CARNIVAL

Although Bridgwater Carnival is an enormously popular event attracting a large audience from across the country, and beyond, the amount raised through the street collection has not increased, in real terms, for several years.

In order to secure the future of our world famous event, and to ensure that future generations enjoy our festivities, we need to continually look at other ways of raising funds. Only in this way will we manage to keep Bridgwater Carnival alive whilst also maintaining our commitment of supporting local charities and worthwhile causes.



**BRIDGWATER
GUY FAWKES
CARNIVAL**

BECOME A FRIEND

For a small donation - £10 or £20 - you will not only be helping Bridgwater Carnival, but you will also benefit by having priority booking for Concert & Grandstand tickets.

MAKE A DONATION

All contributions gratefully received! And if you can 'Gift Aid' your donation that is even better.

SOUVENIRS

A range of souvenirs is available from our online shop or at the Carnival Centre.

TICKETS FOR EVENTS

Purchase tickets for our annual Carnival Concerts, and/or grandstand seating & a hospitality package for the parade.

FOR MORE INFORMATION
www.bridgwatercarnival.org.uk

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BRIDGWATER, SOMERSET TA6 3BL
Tel: 01278 428220