

**Colchester City Carnival 2025 (CCC25)
Sponsorship Strategy and Planning**

Tier	Platinum	Gold	Silver	Bronze
Investment	Highest Investment	High Investment	Moderate Investment	Lower Investment
Logo Placement	Prime locations (stage, main entrances, all marketing materials)	Secondary locations (near stages, selected marketing materials)	Limited locations (smaller banners, some marketing materials)	Basic locations (smallest banners, limited marketing materials)
Booth Space	Premium booth space at event	High-traffic booth space	Standard booth space	Basic booth space
VIP Access	Highest number of VIP passes	High number of VIP passes	Some VIP passes	Few VIP passes
Social Media	Multiple dedicated posts, featured in all event promotions	Several dedicated posts, featured in major event promotions	Limited dedicated posts, mentioned in some event promotions	Basic mention in general event promotions
Website Recognition	Prominent recognition with link	Prominent recognition	Basic recognition	Listing without link
Media Coverage	Included in all press releases, interviews	Included in major press releases	Mentioned in some press releases	Basic mention in select press releases
Custom Opportunities	Tailored sponsorship opportunities (e.g., naming rights, main stage sponsorship)	Limited custom opportunities	Basic custom opportunities	None
Event Signage	Largest signage at multiple locations	Large signage at selected locations	Medium signage at limited locations	Basic signage at event
Free Tickets	Highest number of free tickets	High number of free tickets	Some free tickets	Few free tickets
Merchandising	Opportunity to include items in goody bags, branded merchandise	Items in goody bags, limited branded merchandise	Limited items in goody bags	None
Post-Event Recognition	Prominent acknowledgement in post-event communications	Acknowledgement in post-event communications	Basic mention in post-event communications	Listing in post-event communications

Tier breakdown

1. Platinum Tier

- **Number of Sponsors:** 1-2
- **Suggested Investment per Sponsor:** £3,000 - £5,000
- **Total Contribution:** £3,000 - £10,000

2. Gold Tier

- **Number of Sponsors:** 2-3
- **Suggested Investment per Sponsor:** £1,500 - £2,500
- **Total Contribution:** £3,000 - £7,500

3. Silver Tier

- **Number of Sponsors:** 3-5
- **Suggested Investment per Sponsor:** £500 - £1,000
- **Total Contribution:** £1,500 - £5,000

4. Bronze Tier

- **Number of Sponsors:** 5-10
- **Suggested Investment per Sponsor:** £200 - £500
- **Total Contribution:** £1,000 - £5,000

Total Target Calculation:

- **Total Contribution Range:** £8,500 - £27,500

Notes:

- **Flexibility:** These numbers should be adapted based on your event's specific context and the value you can provide to sponsors.
- **Overlapping Ranges:** The ranges for each tier overlap, providing flexibility and allowing for adjustments based on sponsor interest and negotiations.
- **Exceeding the Target:** The upper range exceeds your £10,000 target to allow room for negotiation and the possibility of falling short in some tiers.
- **Additional Opportunities:** Consider creating custom packages for sponsors who want something beyond the structured tiers.

1. Sponsorship Goals

- **Financial Goals:** Define how much funding you aim to raise through sponsorships.
- **In-Kind Support:** Identify areas where in-kind support (services, products, manpower) could be beneficial.
- **Brand Association:** Consider the types of brands or companies you want to be associated with your event.

2. Sponsorship Tiers and Benefits

- **Tier Structure:** Create different levels of sponsorship (e.g., Platinum, Gold, Silver, Bronze) with corresponding benefits.
- **Benefits:** Offer a range of benefits such as logo placement, booth space at the event, VIP access, social media recognition, and inclusion in promotional materials.
- **Custom Opportunities:** Be open to customizing packages for major sponsors.

3. Target Sponsors

- **Local Businesses:** Reach out to businesses within Colchester and surrounding areas who may benefit from local exposure.
- **Corporate Sponsors:** Identify larger corporations with a history of sponsoring community events.
- **Speciality Sponsors:** Consider companies that align with specific aspects of the carnival (e.g., a music store for the entertainment stage).

4. Sponsorship Proposal

- **Professional Proposal:** Develop a professional and compelling sponsorship proposal document.
- **Event Information:** Include detailed information about the event, audience demographics, and media coverage.
- **Success Metrics:** Highlight metrics or data from previous events if available.

5. Outreach Strategy

- **Personalized Approach:** Tailor your approach for each potential sponsor, highlighting how the partnership can benefit them.
- **Networking Events:** Attend local business events to network and pitch the carnival.
- **Utilize Connections:** Leverage personal and professional networks to make introductions.

6. Sponsor Communication

- **Regular Updates:** Keep sponsors informed about event planning progress and their benefits' fulfillment.
- **Dedicated Contact:** Provide a dedicated team member for sponsor queries and communication.

7. Fulfillment and Acknowledgement

- **Delivering Benefits:** Ensure all promised benefits to sponsors are fulfilled.
- **Public Acknowledgement:** Acknowledge sponsors in public speeches and press releases.
- **Thank You Notes:** Send personalized thank-you notes post-event.

8. Feedback and Relationship Building

- **Post-Event Feedback:** Gather feedback from sponsors after the event to learn about their experience and areas for improvement.
- **Long-Term Relationships:** Aim to build long-term relationships with sponsors for future events.

9. Legal and Financial Considerations

- **Contracts:** Have legal contracts in place for each sponsor.
- **Transparency:** Maintain financial transparency with sponsors regarding how their funds are being used.

10. Evaluation and Improvement

- **Post-Event Review:** Evaluate the success of the sponsorship program post-event and identify areas for improvement for future events.

Regular Team Reviews

- **Monitoring Progress:** Regularly review sponsorship acquisition progress with your team.