



SPONSORSHIP DECK

# ACTON CARNIVAL 2024

@actoncarnival



# ABOUT ACTON CARNIVAL

Acton Carnival, is held every year in July, and is a vibrant, grassroots community festival. The high-quality music, dance, performance, and activities found at the carnival, plus the great food, are hugely enjoyed by West Londoners of all ages and cultures. Acton Carnival approaches, our 21st year.

This has been reflected in the increase in attendance, which has risen from 5,000 in 2003 to 20,000 in 2023 – making Acton Carnival the largest community carnival in London after Notting Hill.

The procession travels down Acton High Street and makes its way to Acton Park, joined by various carnival bands and community groups. At 2003's inaugural event, 400 people from 20 groups took part in a colourful procession that brought the streets of Acton to life. By 2023 the procession had grown to involve 25 groups and 600 people, including contributions from the Caribbean, Eastern European, Chinese, Asian, the Middle Eastern, Latin American and African community groups.

Acton Carnival is produced by **ARTification** and is rooted in the local community - with the support of Ealing Council's Events team which is part of the Ealing Summer Festival.

**ARTification** is a charity and was established in 2003 to support the development of the communities of Acton, build capacity and promote participation, social capital and community cohesion, with an emphasis on community arts.



@ACTONCARNIVAL

# MARKETING AND PUBLICITY REACH

- Print Marketing - **40,000** Around Ealing brochures delivered to every home in the London Borough of Ealing.
- Ealing Events - What's on in Ealing **10,000** members and neighbourhood forums reaching **35,000**
- National Social Media reach **30,000+** Streaming Online and live stream shares
- We Love Acton **8,700** followers
- ARTification monthly e-newsletter **5,500** people
- Acton W3 Community **10,200** followers
- Ealing Connected **7,800** followers
- Whats happening in Ealing **5,800** Followers
- Ealing Council **6,400** Followers
- Local Outreach - ARTification runs 2 venues: W3 gallery on Acton High Street and North Acton Pavilion. Festivaesque Exhibition scheduled for W3 gallery during the summer months, with foot traffics of **4,500** visitors as per previous years.



**Acton**  
Carnival

@ACTONCARNIVAL

We would love to offer you a choice of sponsorship packages that can be taken separately or combined. We are happy to talk you about bespoke packages if desired. We are also happy to discuss contributions of goods and/or services to the value of the sponsorship package and/or suggestions to tweak any of the packages.

**HEADLINE SPONSOR**

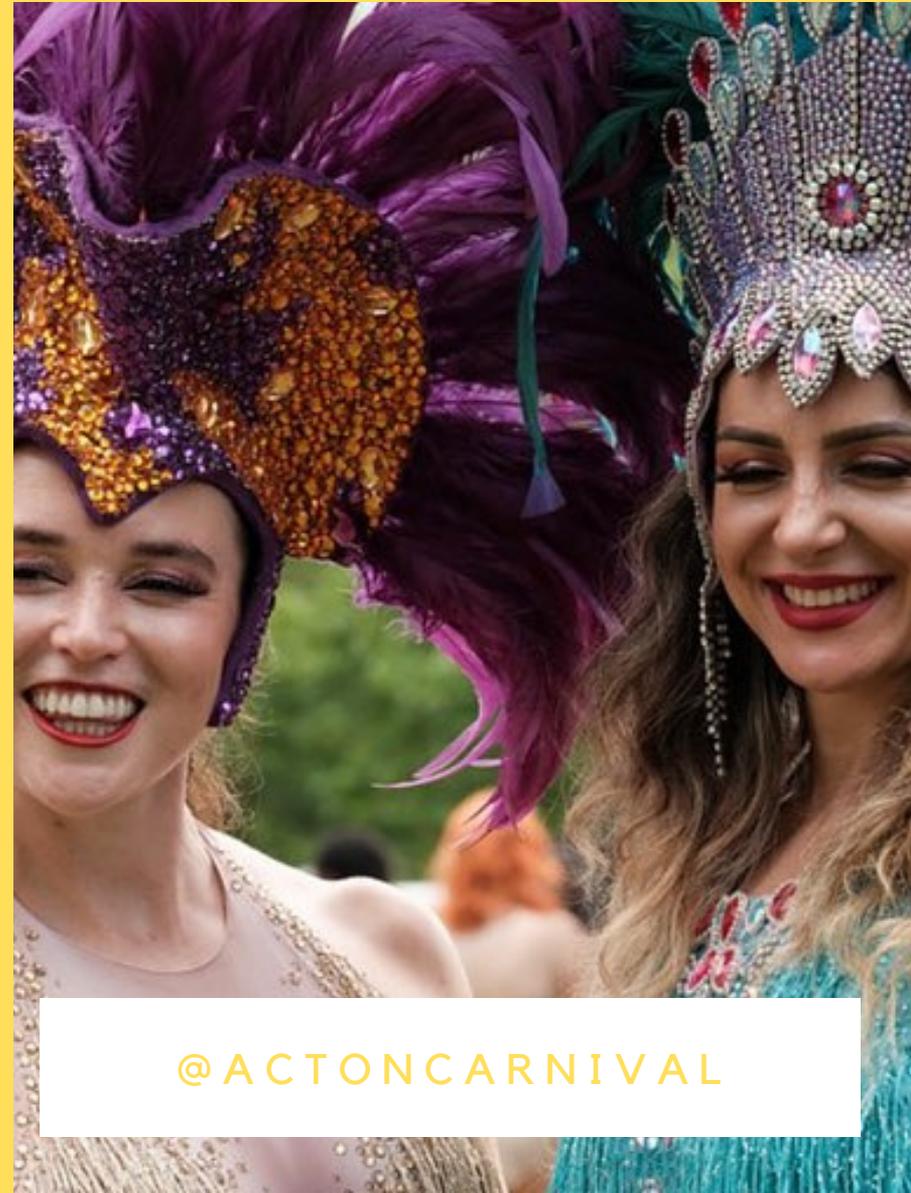
**GOLD**

**SILVER**

**BRONZE**

**AREA SPONSORSHIPS**

**SPONSORSHIP PACKAGE**



**@ACTONCARNIVAL**



# HEADLINE SPONSOR

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**THE HEADLINE SPONSOR PACKAGE IS DESIGNED TO OFFER YOUR BRAND MAXIMUM EXPOSURE BEFORE, DURING AND AFTER THE EVENT. THE SPONSOR WILL RECEIVE PRIME BRANDING AND PLACEMENT ON ALL MARKETING MATERIALS AND THROUGHOUT THE EVENT.**

- As the principal sponsor you will be identified in all publicity as:

**Official Sponsor of Acton Carnival**

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- Availability to live stream the Main stage
- Opportunity to interview Main Stage performance artists
- All the benefits of a Gold Sponsor
- Branded signage on entrance
- Backstage VIP Area

**£20,000**

# GOLD

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£7,500

- Prime activation pitch of 6x6m in the main stage arena with 16amp power included – a suitable area for Attendees to sign up to your company, pose for photos in front of your company Social Media branding, etc.
- Sponsor logo to feature prominently on all print marketing and all digital marketing
- Full, exclusive announcement across all social media channels
- Sponsor logo to feature on ARTification Newsletter
- Bespoke creation of branded content for social media incorporating brands logo.
- Exclusivity in brand category.
- Brand sponsor announcements live on main stage



## SILVER

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£4,000

- Sponsor logo to feature prominently on official carnival social media page
- Sponsor logo to feature on all print marketing and all digital marketing
- Presence on all onsite festival marketing.
- Full, exclusive announcement across all social media channels
- Sponsor logo to feature ARTification Newsletter
- Bespoke creation of branded content for social media incorporating brands logo
- Brand sponsor announcements live the on main stage



## BRONZE

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£1,500

- Sponsor logo to feature prominently on official carnival social media pages
- Presence on selected print and digital marketing
- Brand sponsor announcements live the on main stage



## BOX OFFICE / ENTRANCE AREA

£5,000

- Company branding / logo featured on Box Office at the main entrance to Acton Carnival
- Prime activation pitch of 3x3m on the main event site with 16amp power included – a suitable area for Attendees to sign up to your company, pose for photos in front of your company Social Media branding, etc..
- Company logo on all social media platforms
- Brand sponsor announcements live the on main stage



# PROCESSION SPONSORSHIP

£5,000

- Official brand sponsor of the Procession.
- Sponsor logo to feature on ARTification Carnival Truck Banner
- Sponsor logo to feature on Acton Carnival T-shirts
- Activation pitch of 3x3m at the event, with 16amp power included – a suitable area for Attendees to sign up to your company, pose for photos in front of your company Social Media branding, etc.
- Sponsor logo to feature prominently on official carnival social media page
- Sponsor logo to feature on all print marketing and all digital marketing
- Brand sponsor announcements live along the procession route and on the main stage



# MAIN STAGE SPONSORSHIP

£4,500

- Official brand sponsor of the Main Stage.
- Sponsor logo to feature on main stage banner and wings.
- Activation pitch of 3x3m at the event, with 16amp power included – a suitable area for Attendees to sign up to your company, pose for photos in front of your company Social Media branding, etc.
- Sponsor logo to feature prominently on official carnival social media page
- Sponsor logo to feature on all print marketing and all digital marketing
- Brand sponsor announcements live the on main stage



## **CHILDREN ENTERTAINMENT AREA**

**£4,000**

- Official brand sponsor of the children's area of the carnival
- Prime activation pitch of 3x3m in the main children's area with 16amp power included – a suitable area for Attendees to sign up to your company, pose for photos in front of your company Social Media branding, etc.
- Logo to be featured on Acton Carnival social media platforms with hyperlink leading back to brands site.
- Brand sponsor announcements live the on main stage



# BAR SPONSORSHIP

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£3,500

- Official brand sponsor of the Bar area
- Extensive company branding prior, and after the event via online and print promotion
- Branded 20ft x 6m bar area
- Logo to be featured on Acton Carnival social media platforms with hyperlink leading back to brands site.
- Brand sponsor announcements live the on main stage



# LET'S CONNECT

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## WEBSITE:

[WWW.ARTIFICATION.ORG.UK](http://WWW.ARTIFICATION.ORG.UK)

## EMAIL:

[CHANTEL@ARTIFICATION.ORG.UK](mailto:CHANTEL@ARTIFICATION.ORG.UK)

## INSTAGRAM/FACEBOOK

[@ACTONCARNIVAL](https://www.instagram.com/actoncarnival)

