



## Rotary's Beaconsfield Festival of Lights Wednesday 4<sup>th</sup> December 2024

### **Beaconsfield Festival of Lights – opportunities for you to be part of the event**

On behalf of the Rotary Club of Beaconsfield and Beaconsfield Festival of Lights Trust Charity, I am pleased to invite you to take part in the Beaconsfield Festival of Lights on Wednesday 4<sup>th</sup> December 2024. It has been another year that has been disrupted, but we hope this year you will join with us as individuals, companies, or the wider community to collaborate in what we hope will be a fun and fruitful evening for all involved.

If you have supported us in the past, we hope that you will do so again as we value your continued support. If you have not participated before, do consider it, as the evening will be fun and lively. Most years an estimated 5,000 or more attend. In addition to the lantern procession with 500+ children plus their families from many local schools, there are rides, attractions, and catering outlets. Many of the local shops also stay open for the evening. Stalls selling festive goods are around the town as well as a Youth Enterprise Zone.

There are stages for performances from local choirs, schools, dance groups and soloists to entertain the crowds.

We promote the event by printing 8,000 copies of a programme which is distributed to all of the households in Beaconsfield area (HP9 1 and 2 postcodes). You can advertise in this programme too, just let me know and I will advise the costs. This programme will be printed in early November so if you would like to place an advert, please let me know soon. All in all, this event is a good opportunity to promote your business, organisation, or charity to Beaconsfield's affluent community.

Please visit our website to find out the opportunities that are waiting for you. Terms and Conditions and further information is available on our website –

<https://BeaconsfieldFestivalofLights.co.uk>

#### **Headline Sponsor – from £1,000**

- Your name/logo on the banner advertising in the town
- Your name/logo on our website with a link back to your website from the time you confirm your participation
- Editorial about your company on our website
- A stall at the event
- Within the programme
  - Your name/logo on the front and back cover of the programme
  - Your name/logo on every other page in the programme
  - A full-page advert within the programme



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on behalf of  
Beaconsfield Festival of Lights Trust (Reg. Charity Number 1071826)

- A full-page editorial within the programme
- [This programme is delivered to 8,000 houses in the HP9 1 and HP9 2 areas of the town by the end of November]
- Opportunity to be named as sponsor for a key aspect of the event, e.g. the lantern parade, a stage, or Santa's sleigh [Santa visits many areas of Beaconsfield on the days running up to the event]
- Mentions within our active social media (Facebook and Instagram) posts on the run up to the event that link back your website

### **Main Sponsor – from £600**

- Your name/logo on the banner advertising in the town
- Your name/logo on our website with a link back to your website from the time you confirm your participation
- Within the programme
  - Your name/logo on the front of the programme
  - Your name/logo on every other page in the programme
  - A full-page advert within the programme
  - [This programme is delivered to 8,000 houses in the HP9 1 and HP9 2 areas of the town by the end of November]
- Mentions within our active social media (Facebook and Instagram) posts on the run up to the event that link back your website

### **Become an advertiser in the programme (Early bird rates until end of September)**

- An advert in the A5 programme that is delivered to 8,000 houses in the HP9 1 and HP9 2 areas of the town by the end of November
  - Full page – £210 (£195)
  - Half page – £145 (£135)
  - Quarter page – £90 (£85)
- Be listed on the website as an advertiser for the week prior to the event

### **Become a stallholder at the event**

- A pitch will be allocated to you within the town
- Commercial prices start from £100 – Special offer this year for Craft Stalls from £40
- Catering concessions are also available please register your interest (we limit the number selling the same type of food so register your interest early)
- Special rates are available for not-for-profit organisations and Young Enterprise attendees
- Your pitch position and name will be listed on the website for the week prior to the event

### **Make a donation**

Closing the roads and creating the infrastructure for the event costs a significant amount of money so even if you don't want to advertise your business please consider donating to the event.

### **How would you like to support Beaconsfield Festival of Lights?**

Please email Dawn Southgate – [BFOL@kandya.com](mailto:BFOL@kandya.com) or [BeaconsfieldFestivalofLights@gmail.com](mailto:BeaconsfieldFestivalofLights@gmail.com) or phone 07815 192443



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