

DUNSTABLE

Events

Events Sponsorship Package 2025



DUNSTABLE
TOWN COUNCIL

HOW DOES SPONSORSHIP HELP TOWARDS EVENTS?

Sponsorship helps to enhance our events making them a more enjoyable experience for participants whilst assisting the sponsor in marketing their service to the local people. We have had the pleasure of working with some fantastic local businesses over the years.

Previously, with a sponsor's help we have been able to book big headlining acts such as Showaddywaddy and Marvin Humes. Sponsorship is very important to ensure our events are the best they can be, and the sponsorship money helps us achieve that. We really enjoy working with local businesses, working together with a common goal to enhance our events and to support local businesses and keep footfall within our town.



WHAT'S IN IT FOR YOU?



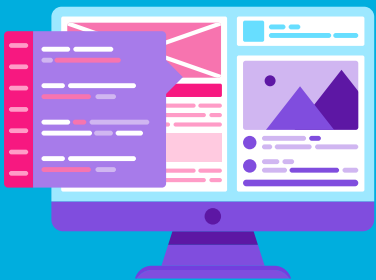
Social media

Reach over 13,000 followers on Facebook and over 700 on Instagram



17,000

Number of homes in Dunstable that receive our quarterly magazine direct to their door



65,000

Average visits to the Dunstable Town Council's website



27,000

Estimated number of attendees across our events programme in 2024

2025 EVENTS PROGRAMME

St George's Day Celebrations

Priory Gardens

Saturday 26 April, 11 am to 4 pm

St George's Day celebrations with children's activities, trails, climbing wall, falconry display plus more. Stalls & food concessions are also on site.

Footfall estimate: 1,500

Around the World

Priory Gardens

Saturday 17 May, 10.30 am to 4.30 pm

This event showcases different cultures and traditions from different countries from around the world including dance, music, hands on activities, storytelling, children's arts and crafts plus much more. The event will also feature local community groups showcasing Dunstable's heritage and past. Stalls & food concessions also on site.

Footfall estimate: 2,000

Dunstable Classic Motor Rally

Priory Gardens

Saturday 14 June, 10 am to 4 pm

An annual event consisting of heritage and vintage cars with additional activities and entertainment alongside the display including live music, free children's activities and children's rides. A great family day out. Stalls & food concessions also on site.

Footfall estimate: 4,000

Dunstable Live

Grove House Gardens

Saturday 28 June, 3 pm to 8 pm

Annual event, an afternoon of live tributes for all ages themed around 'Live Aid.' Full line-up to be announced. The event also features: food concessions, an outdoor bar & small funfair.

Footfall estimate: 5,000

Sunday Concerts

Grove House Gardens

Sunday 29 June, 27 July & 17 August, 12 noon & 2.15 pm

A series of musical styles and genres of music alongside traditional brass bands featuring 2 concerts per day. Includes a tea/coffee & cakes concession.

Footfall estimate: 500

Priory Pictures

Priory Gardens

Saturday 5 July, 12 noon to 10.30 pm

Outdoor Cinema event showing 4 films across the day with a special 12.00 pm fully accessible screening including subtitles, low volume, hearing loop, quiet space and disabled area. Also includes food concessions & an outdoor bar.

Footfall estimate: 800 – 1,200

2025 EVENTS PROGRAMME

Party in the Park

Grove House Gardens

Saturday 19 July, 12 noon to 8 pm

Annual event, featuring live music and community groups on stage. The finale of the event will feature a Headliner act, full line-up to be announced. The event also features: stalls, food concessions, an outdoor bar, KidZone play area & a large funfair.

Footfall estimate: 5,000

Priory Proms in the Park

Priory Gardens

Saturday 13 September, From 5.30 pm

A traditional annual event featuring live broadcast of the Last Night of the Proms on a giant screen, with special effects, interval entertainment and a fantastic fireworks finale. Also includes a VIP area, food concessions & an outdoor bar.

Footfall estimate: 1,500

Christmas Carols & Torchlight Procession

The Square

Friday 28 November, From 7 pm

A traditional annual event on The Square featuring the school choirs of Dunstable singing carols on the Methodist Church, meet Father Christmas, turn on the Christmas Tree Lights and a fantastic lightshow finale enhanced with food stalls and catering along Middle Row.

Footfall estimate: 5,000

SPONSORSHIP OPPORTUNITIES

PLATINUM PACKAGE

Included events:

All events listed in this pack.

This sponsorship includes:

- Banners at all the above events – To be supplied by the event sponsor
- Full page advert in Talk of The Town for one edition, plus mentions and logo's for each event
- Logo on all marketing material for the mentioned events– A5 leaflets, A3 posters, 2 x Tri-fold leaflets per year, All Talk of The Town publications per year (17,000 copies printed and distributed to homes in Dunstable per edition and stocked in various locations in Dunstable)
- Link to website through events Mailchimp newsletter
- Mentions and tags on all social media posts for the agreed events and comperes on the day at events applicable (D. Live, PITP etc) – Thank you's to sponsor – Mayor's speech
- Link to website on the Dunstable Town Council website
- Sponsors are free to attend all the events if they wish with a stall for promotion of their business, sponsor's own leaflets will also be placed in our TOTT stands situated in 6 set locations in Dunstable

SPONSORSHIP OPPORTUNITIES

GOLD PACKAGE (SUMMER SPONSORSHIP PACKAGE)

Included events:

- Dunstable Live
- Party in the Park (Possible to advertise on screen)
- Sunday Concerts
- Priory Pictures (Outdoor Cinema – possible to advertise on screen)

This sponsorship includes:

- Banners at events sponsored – To be supplied by the event sponsor
- One half page advert in Talk of The Town' where applicable (17,000 copies printed and distributed to homes in Dunstable per edition and stocked in various locations in Dunstable)
- Logo on marketing material produced for the mentioned events- A5 leaflets/A3 posters/Tri-fold leaflets
- Link to website through events Mailchimp newsletter
- Mentions and tags on all social media posts for the agreed events and comperes on the day at events applicable (Dunstable Live, PITP etc) – Thank you's to sponsor – Mayor's speech
- Link to website on the Dunstable Town Council website
- Sponsors are free to attend the events if they wish with a stall for promotion of their business, sponsor's own leaflets will also be placed in our TOTT stands situated in 6 set locations in Dunstable

CUSTOM SPONSORSHIP OPPORTUNITIES

There is a raft of opportunities for sponsoring large or small individual elements of our events to suit most budgets. All sponsorship packages can be tailored to suit individual business needs and budgets. If you would like to discuss sponsorship opportunities with Dunstable Town Council in further detail, or enquire over a tailor-made package please contact:

Gina Thanky, Events Officer at Dunstable Town Council

Tel: 01582 891407

Email: gina.thanky@dunstable.gov.uk



A large, multi-story stone building with a series of arched windows. The building's facade is made of light-colored, weathered stone blocks. There are four large, arched windows on the ground floor, each with a dark metal grille. Above these, there is a row of smaller, decorative arched windows. In front of the building, a grassy area contains a large sign. The sign consists of the words 'WE', a heart symbol, and 'DUNSTABLE' in large, white, block letters. Each letter and the heart are decorated with numerous small, colorful handprints in various colors like red, blue, yellow, and green. The sign is positioned on a grassy lawn with a white line visible on the ground.

WE ❤️ DUNSTABLE

DUNSTABLE
Events