



EVENTS 2025

SPONSORSHIP PACKAGES & INFORMATION

FOR MORE INFORMATION CONTACT
EVENTS.MANAGER@THATCHAMTOWNCOUNCIL.GOV.UK



[#LoveThatcham](https://www.lovehatcham.co.uk)



KidsFest 2024



Family Fun Day 2024



Warming Up for Christmas 2024



Fest Off in Thatcham Festival 2024

Sponsorship 2025

Thatcham Town Council is proud to organise and support a wide range of community and civic events that bring our town together. Our events create lasting memories and help to create a sense of community spirit.

Among our most popular events are the flagship **Family Fun Day**, **KidsFest**, **Thatcham Festival**, and the much-anticipated **Warming Up for Christmas** weekend.

We are seeking local sponsors who share our vision of creating meaningful experiences for all who live in, and visit, Thatcham.

By supporting these events, you'll have the opportunity to showcase your business while making a tangible impact on the community's cultural and social life. Join us in growing these important events and helping them reach their full potential.

Your partnership will ensure that these events continue to thrive and benefit the people of Thatcham for years to come. Thank you for considering becoming a sponsor. We look forward to working together to create something special for our community!

Social Media & Newsletters

Newsletter

Thatcham Town Council prints and distributes a quarterly newsletter to all 11,020 homes in Thatcham, reaching a population of approximately 26,000 people.

The Thatcham Town Council monthly e-newsletter is also sent out to 481 recipients and growing.

Social Media

61.5% of our Facebook and 55% of our Instagram followers live in Thatcham or Newbury, with the rest mostly living in West Berkshire.

- **3700** Facebook followers
- **28,016** average monthly reach of our posts.
- **2400** followers on our Family Fun Day Facebook page
- **2200** followers on our Thatcham Festival Page
- **1093** Instagram follower
- **9588** Average monthly reach on Instagram

On the following pages you will see the sponsorship packages available for each of our events, please contact us on the details below if you have any queries or would like to sponsor any of our events:

Sarah Newman

events.manager@thatchamtowncouncil.gov.uk
01635 863592



Fest Off in Thatcham Festival 2023



Family Fun Day 2024



Family Fun Day 2024



Fest Off in Thatcham Festival 2024



FAMILY FUN DAY

SUNDAY 29TH JUNE, 11AM - 4PM

HENWICK WORTHY SPORTS GROUND, RG18 3BN

Thatcham Town Council's flagship event is back and it's set to be bigger and better than ever! After drawing over 12,000 visitors in 2024, Family Fun Day continues to be one of the best local free-entry days out of the year. Attractions like the classic funfair and car show will return, alongside a host of new stalls, food vendors and entertainment.

As a sponsor, your brand will gain exposure to a large, engaged audience in a fun and family-friendly setting. This is a fantastic opportunity to showcase your business to thousands of visitors, while supporting one of Thatcham's most popular and exciting community events.

Choose from a range of sponsorship packages for different areas and be part of the celebration of Family Fun Day!

Gold Sponsor

Area Sponsorship

(Dog Show, Dance Zone,
Kids Area, Main Stage,
Fun Run, Eco Zone, Pride
Zone)

£1500 + VAT

£500 + VAT



FAMILY FUN DAY

Sponsorship Packages

Business Logo on the following	Gold	Area
50 x A4, A3 & A1 event posters around Thatcham	✓	✓
4,000 A5 flyers distributed throughout Thatcham	✓	✓
7 x Pre-event banners in prime locations around Thatcham	✓	
20 x A3 Foamex panels around Thatcham	✓	✓
Event adverts in local Papers and Magazines	✓	
Press / Social Media / Website Profile	Gold	Area
Sponsors status promoted on Social Media	✓	✓
Sponsors name on all press releases, pre and post event	✓	✓
Sponsors status confirmed in the Thatcham Town Council Newsletter	✓	✓
Advert on the Town Councils Facebook pages with business name and logo	✓	✓
Advert in an edition of Thatcham Town Council e-newsletter (1080px x 600px)	✓	
Quarter page advert & Gold Sponsor status promoted in an edition of the Thatcham Town Council Newsletter	✓	
Sponsors status within Thatcham Town Council website event page with sponsors business name, logo and link to website	✓	✓
On The Day Benefits	Gold	Area
Logo on site map showing location of key activities	✓	✓
A space for your own marquee (up to 6m by 4m) at a prime location of your choice	✓	
A space for your own marquee (up to 3m by 3m) by the sponsored area		✓
Advert in the on the day programme published on our web site with QR codes at the event	✓	
P/A announcements to inform visitors that you are the Gold sponsor	✓	
Company branding by the main stage (provided by the sponsor, content to be discussed and agreed)	✓	
Company branding on and by the sponsored area (provided by the sponsor, content to be discussed and agreed)		✓



KIDSFEST

THATCHAM

THURSDAY 28TH AUGUST, 10AM - 3PM

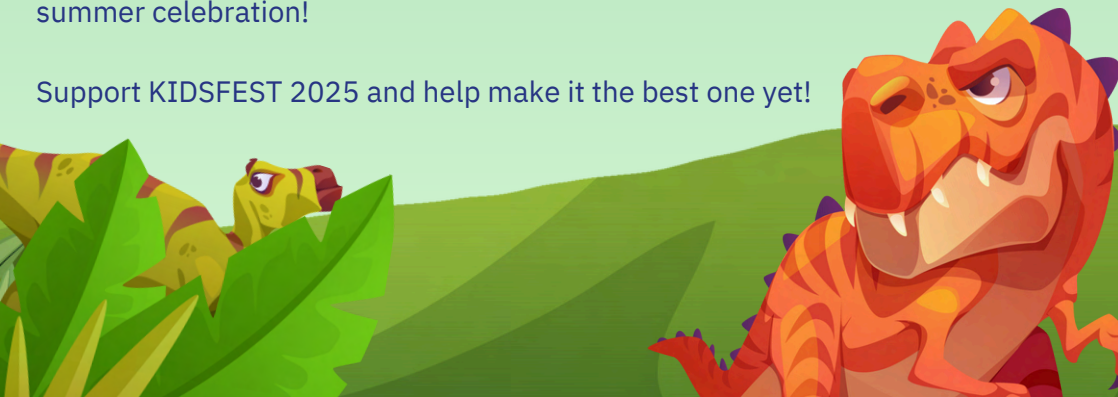
THATCHAM TOWN CENTRE
& TURNFIELDS RECREATION GROUND

KIDSFEST is back by popular demand in Thatcham Town Centre on the last Thursday of August, transforming The High Street, Broadway, St Mary's Church, and Turnfields Recreation Ground into areas of family-friendly fun.

This exciting event features free and low-cost activities, performances, and interactive experiences that attract both residents and visitors.

As a sponsor you'll gain excellent exposure to a wide audience of local families, with your brand front and centre in a vibrant, community-focused event. Don't miss the chance to showcase your business at the highly anticipated end-of-summer celebration!

Support KIDSFEST 2025 and help make it the best one yet!



KIDSFEST

Sponsorship Packages

Sponsorship Packages

£300 + VAT

Business Logo on the following

50 x A4, A3 & A1 event posters around Thatcham

2,000 A5 flyers distributed throughout Thatcham

10 x A3 Foamex panels around Thatcham

Press / Social Media / Website Profile

Sponsors status promoted on Social Media

Sponsors name on all press releases, pre and post event

Sponsor status within Thatcham Town Council website event page with sponsors business name, logo and link to website

Advert in an edition of Thatcham Town Council e-newsletter (1080px x 600px)

On The Day Benefits

A space for your own marquee (up to 3m by 3m) on the High Street

Logo on the on the day programme published on our web site with QR codes at the event

Company Branding on the day (provided by the sponsor, content to be discussed and agreed)



Thatcham FESTIVAL 2025

FRIDAY 11TH - SUNDAY 20TH OCTOBER



This is an incredible chance to connect your brand with a variety of community events that highlight Thatcham's lively arts, culture, and leisure offerings.

The Festival caters to all tastes, featuring everything from large-scale outdoor festivities to cosy gatherings. In 2024 we hosted 32 events and over 4000 people across the 10 days. The Festival includes theatrical performances, the vibrant Thatcham Thrives showcasing over 13 local dance schools, art and photography exhibitions, as well as informative talks, guided walks, and much more.

As a sponsor, your brand will enjoy prominent visibility throughout the Festival, reaching a broad audience of local residents and visitors from nearby areas. This is a unique opportunity to present your business in a highly engaging and visible setting while also supporting a cherished community event.

Gold Sponsor	Silver Sponsor	The Big Thatcham Fest Off
£1000 + VAT	£600 + VAT	£500 + VAT

THATCHAM FESTIVAL Sponsorship Packages

Business Logo on the following	Gold	Silver	Fest
Full colour back page advert on 300 A5 size Festival brochures	✓		
Inside colour half page advert on 300 A5 size Festival brochures		✓	
Quarter page advertisement on 3000 A5 size Festival brochures			✓
Logo featured on front page of brochure as sponsor	✓	✓	✓
50 x A4, A3 & A1 event posters around Thatcham	✓	✓	✓
500 A5 flyers distributed throughout Thatcham	✓	✓	✓
20 x A3 Foamex panels around Thatcham	✓	✓	✓
Event adverts in local papers and magazines	✓		
Press / Social Media / Website Profile	Gold	Silver	Fest
Sponsors status promoted on Social Media	✓	✓	✓
Sponsors name on all press releases, pre and post event	✓	✓	✓
Sponsors status confirmed in the Thatcham Town Council Newsletter	✓	✓	✓
Advert on the Town Council's Facebook pages with business name and logo	✓	✓	
Advert in an edition of Thatcham Town Council e-newsletter (1080px x 600px)	✓	✓	
Quarter Page advert & Gold Sponsor status promoted in an edition of the Thatcham Town Council Newsletter	✓		
Sponsors status within Thatcham Town Council website event page with sponsors business name, logo and link to website	✓	✓	✓
On The Day Benefits	Gold	Silver	Fest
A space for your own marquee of up to 3m x 3m available at an event	✓	✓	✓
4 x Tickets for an event of sponsors choosing	✓		
2 x Tickets for an event of sponsors choosing	✓	✓	
Opportunity for sponsor to be introduced at an event of sponsors choosing	✓		
Opportunity to exit flyer/seat flyer at some events (supplied by the sponsor)	✓	✓	
Opportunity to display a roll banner at most events (supplied by the sponsor)	✓		



Thatcham

WARMING UP FOR CHRISTMAS

An Exciting Weekend of Festive Activities

Gold Sponsor	Silver Sponsor	Christmas Tree
£1250 + VAT	£800 + VAT	£500 + VAT



Be part of the festive magic as a sponsor for Warming Up for Christmas 2025, an event that attracts thousands of visitors to Thatcham for a weekend of festive entertainment.

Last year, over 4000 people enjoyed an evening of entertainment, with more than 50 stalls featuring local businesses, charities, and street food. Thatcham High Street and The Broadway will once again be closed to traffic, allowing for even more stalls and entertainment throughout the town centre. Additionally, a daytime festive market with seasonal entertainment will ensure the fun continues all weekend.



As a sponsor, your brand will gain exceptional visibility, connecting with a wide, diverse audience while supporting this cherished community event

WARMING UP FOR CHRISTMAS

Sponsorship Packages

Business Logo on the following	Gold	Silver	Tree
50 x A4, A3 & A1 event posters around Thatcham	✓	✓	✓
3000 A5 flyers distributed throughout Thatcham	✓	✓	✓
7 x Pre event banners in prime locations around Thatcham	✓	✓	✓
20 x A3 Foamex panels around Thatcham	✓	✓	
Event adverts in local papers and magazines	✓		
Press / Social Media / Website Profile	Gold	Silver	Tree
Sponsors status promoted on Social Media	✓	✓	✓
Sponsors name on all press releases, pre and post event	✓	✓	✓
Sponsors status confirmed in the Thatcham Town Council Newsletter	✓	✓	✓
Advert in an edition of Thatcham Town Council e-newsletter (1080px x 600px)	✓	✓	✓
Advert on the Town Councils Facebook pages with business name and logo	✓	✓	
Sponsor status within Thatcham Town Council web site event page with sponsors business name, logo and link to website	✓		
Quarter Page advert & Gold Sponsor status promoted in an edition of the Thatcham Town Council printed Newsletter.	✓		
On The Day Benefits	Gold	Silver	Tree
Logo on the 90" digital screen which form a backdrop to the stage	✓	✓	✓
A space for your own gazebo up to 3m x 3m at the Lights Switch On	✓	✓	
A space for your own gazebo up to 3m x 3m at the Christmas Market	✓		
Business name and logo on Warming up for Christmas weekend programme, linked by QR Codes	✓	✓	✓
Logo on sitemap showing location of key activities	✓	✓	
P/A announcements during event to inform visitors that you are a sponsor	✓	✓	
Company branding by the Main Stage (provided by the sponsor, content to be discussed and agreed)	✓		
Opportunity for the sponsor to be on stage at the lights switch on countdown with the Mayor of Thatcham thanking the sponsor.	✓		
Your banners at prime points exclusively around the Christmas Tree (supplied by sponsor)			✓

Thank you

Thatcham Town Council extends their heartfelt thanks to our generous sponsors for 2024. Your continued support plays a vital role in helping us to serve the community and deliver a range of exciting projects and events throughout the year. We are truly grateful for your commitment and partnership.



Sponsorship in Kind

If you are unable to sponsor an event in the traditional way but could offer a service that could be beneficial and are interested in sponsoring an event in kind, we would be delighted to discuss the opportunity with you. We are particularly interested in anyone that can support with logistics and outdoor furniture.

Corporate Volunteers

We warmly welcome volunteer teams to ensure our events run smoothly. Whether you want to help steward, manage the car park, pick up litter, or contribute in any other way, we would love to hear from you!

If you're interested in becoming a sponsor for one of our exciting 2025 events, exploring sponsorship opportunities, or have any questions, please feel free to reach out to our Events Manager using the contact details below.

Sarah Newman

events.manager@thatchamtowncouncil.gov.uk
01635 863 592



#LoveThatcham