



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

TELFORD

EVENTS

2024



SPONSORSHIP OPPORTUNITIES

Headline events from the culture and events team



100,00+ Visitors
ATTENDED TELFORD
AND WREKIN HEADLINE
EVENTS IN 2023



20M Potential
SOCIAL MEDIA REACH

Fabulous entertainment!
Another brilliant event and
completely free to get in.

HAPPY VISITOR 2023

A great place to be seen

We will be offering another packed programme of high profile events in 2024 ranging from family fun at St. George's Day to a week-long event of outdoor activity during Telford Walk Week and of course the hugely popular Balloon Fiesta.

Our events attract a strong local audience as well as national and international visitors to the region who enjoy our high profile events. Feedback from visitors highlights that free entry, the range of activities and the quality of the events are important factors.

We have plenty of new opportunities for your business/organisation to be involved via sponsorship with a range of packages to suit budgets, needs and corporate social responsibilities.



Showcase your business in front of thousands of people at our events with some great value packages. **Call today for a chat and let's see what we can achieve together!**

Shaun Davies
Leader Telford & Wrekin Council

Spring into St George's Day

SUNDAY 21 APRIL

An absolute family favourite and extremely popular fixture in the event calendar. We can't wait to welcome the Knights of Nottingham back to headline our Spring into St. George's Day event.

- Knights of Nottingham jousting in the arena
- Stalls and activities
- Vintage vehicles
- Stage show with Animal Guyz
- Roar Martial Arts
- Exotic Zoo



Your opportunities:

- Event packages available from £1,500 to £5,000
- Up to 20 banner advertisement spaces 1m x 2m (Banners to be provided by sponsor)
- Free stand at the event
- Sponsor's logo and name to appear on social posts and print materials for this event
- Private meet and greet with Knights of Nottingham
- Commentary mentions and thank yous throughout the event
- Sponsor an activity / entertainment act at the event from £250
- Name and logo inclusion on e-shots to our What's On Subscribers (9,600 list recipients) and Weekly Update from Leader of the Council (16,000 recipients)



12,000 Visitors
expected throughout the day

Call today **01952 380988** or email **events@telford.gov.uk**

Telford Walk Week

27 MAY TO 2 JUNE

In 2023 over 350 participants took part on 26 walks and in 2024 we are expecting over 700 people to join in on 60+ walks with an even more packed programme!

We're gearing up for a great week of free walks and activities. Whether you choose to walk, wheel, ramble, stroll or waddle, no experience is necessary. This event means that people can try something new and discover what's available from their doorstep.

A wide range of opportunities to get involved with - how and where you take part is up to you! Whether you get together with friends and family for a self-guided walk or choose a guided walk led by experts highlighting the wildlife, nature and places of interest you'll pass on your way you are bound to discover something new!

"...I came on the China Museum walk with my children. We loved the walk and now walk it most Sunday mornings. Thank you"

HAPPY VISITOR 2023

There's even talks, workshops and more to enjoy including:

- China Craft clay workshop and walk
- Eco garden and tour
- Story telling stroll
- Nature walk
- Geo-caching
- Wheel with Mickey Bushell MBE Paralympic gold medallist
- And more...



Your opportunities:

- **Event packages available from £1,500 to £5,000**
- **Up to five banner advertisement spaces 1m x 2m (for Telford Big Walk event on Sunday 2 June)**
(Banners to be provided by sponsor)
- **Free stand at the Telford Big Walk on Sunday 2 June**
- **Sponsor's logo and name to appear on social posts and print materials for this event**



- **Sponsor a mile**
- **Sponsor the refreshments and venues for individual walk events from £150.00**
- **Name and logo inclusion on e-shots to our What's On Subscribers (9,600 list recipients) and Weekly Update from Leader of the Council (16,000 recipients)**
- **Leaflet distribution at walk events during the week where a venue providing drinks is part of the event**

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Armed Forces Day

SUNDAY 30 JUNE

An opportunity for families to come together at this free event to show their support for the men and women who make up the Armed Forces community; from currently serving troops to service families, veterans and cadets.

Fun events, free entry and a well-supported and well-loved community event.

- Roar Martial Arts
- Crafts and Activities
- Calm café
- Military displays
- Fun Fair rides
- Food and drink stalls
- Live Music stage



Your opportunities:

- Event packages available from £1,500 to £5,000
- Up to 20 banner advertisement spaces 1m x 2m (Banners to be provided by sponsor)
- Free stand at the event
- Sponsor's logo and name to appear on social posts and print materials for this event
- Live music stage banner – sizes to be supplied upon application
- Commentary mentions and thank yous throughout the event
- Sponsor an activity / entertainment act at the event from £250
- Name and logo inclusion on e-shots to our What's On Subscribers (9,600 list recipients) and Weekly Update from Leader of the Council (16,000 recipients)



5,000 Visitors
expected throughout the day

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Telford Balloon Fiesta

23, 24 AND 25 AUGUST

Attracting visitors from across the country this is the most popular event in our event programme attracting over 60,000 visitors over three days.

The spectacular show starts on the Friday evening with Night Glow – always attracting capacity audiences to watch the balloons lit up to music and creating an amazing spectacle in the QE11 Arena.

And the spectacle continues over the weekend with 30plus balloons in the arena, balloon flights, live music stage, kids activity zone, fun fair, stalls and much much more.

Watch the skies as the Wings Parachute Team fly in with amazing precision in to the arena.

**NEW
FOR
2024**

VIP HOSPITALITY AREA

**Flight side location, refreshments,
family activity, bar access**

“Another brilliant night, love the night glow Telford Balloon Fiesta 2023 - free event. Well done Telford & Wrekin Council for putting this together for us all to enjoy all over the weekend. We enjoyed tonight very much. Thank you.”



Gold, silver and bronze packages available from £5,000 to £25,000

- **Up to 20 banner advertisement spaces 1m x 2m**
(Banners to be provided by sponsor)
- **Free stand at the event**
- **Sponsor's logo and name to appear on social posts and print materials for this event**
- **Private meet and greet with Wings Parachute Team/ Flight Director/ Balloon pilots**
- **Commentary mentions and thank yous throughout the event**
- **Logo to appear on 'logo screen' at event**
- **Advert on big screen 10m x 6m**
- **Access to VIP bar area and Night Glow**
- **Sponsor an activity / entertainment act from £250**
- **Name and logo inclusion on e-shots to our What's On Subscribers (9,600 list recipients) and Weekly Update from Leader of the Council (16,000 recipients)**
- **One headline sponsor of Night Glow event**



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Telford Carnival

SUNDAY 25 AUGUST



A parade of colour, dance and performance as we celebrate We Are Telford!



- **£1500 Bright and Colourful Community Group Package** Support a community group to cover the cost of producing a section in the Carnival Parade
- **£2500 Community Group Patron PLUS** Movement or Music Package
- **£3000 Community Group Patron PLUS** Movement AND Music Package
- **£5000 Giant Big Make Special Support Package**

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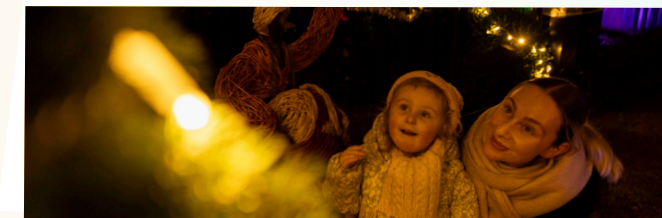
Ironbridge World Heritage Festival

13, 14, 15 SEPTEMBER

A weekend of activities celebrating everything cultural in the UNESCO World Heritage Site Ironbridge Gorge.

Your opportunities:

- Event packages available from £250
- Up to 10 banner advertisement spaces 1m x 2m (Banners to be provided by sponsor)
- Sponsor's logo and name to appear on social posts and print materials



Festive Gardens

DECEMBER 2023

A magical trail of sound and light through the Chelsea and Maxell Gardens in Telford Town Park.

A sell out event in 2023 with over 23,000 visitors enjoying the trail with fantastic reviews.

- Sponsor an activity / entertainment act at the event from £250
- Name and logo inclusion on e-shots to our What's On Subscribers (9,600 list recipients) and Weekly Update from Leader of the Council (16,000 recipients)

Terms and conditions

- Packages outlined in this brochure are a guide only and a customised service level agreement will be made with all headline sponsors.
- A joint pre event press release (content to be composed)
- The sponsors agree to pay their sponsorship within 30 days of receipt of the invoice from Telford & Wrekin Council.
- The Sponsor licences the Council to use all and any of its intellectual property rights in the Promotional Material for the purpose of the Contract.
- Telford & Wrekin Council holds insurance cover and indemnities for the event as the land owner and event organiser.
- The sponsor must carry up to date public liability insurance to the value of £5 million to cover their activities and promotional personnel on site during events.

Please note event details are correct at time of going to print



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Volunteer with us

We are always delighted to welcome new volunteers to work at our events. We have many varied roles and commitments you/ your staff may be interested in.

If any of your teams are looking for volunteer days bringing professional and fantastic events to residents in Telford and Wrekin borough as well as visitors to the area – we would love to hear from you.

Typical volunteer roles include:

- **Meet and Greet**
- **Event Steward**
- **Customer Feedback Ambassador**
- **Performance Acts Chaperones**

To find out more please email the team today at **events@telford.gov.uk**





EVENT DATES

21
APRIL

SPRING
INTO
ST GEORGE'S DAY

27
MAY
TO
2 JUNE

TELFORD
WALK
WEEK

30
JUNE

ARMED
FORCES
DAY

23
24 & 25
AUG

TELFORD
BALLOON
FIESTA

13
14 & 15
SEPT

IRONBRIDGE
WORLD HERITAGE
FESTIVAL