



## Burghfield Santa Sponsorship

The [Burghfield Santas](#) are a group of local residents that create fun events for the residents of Burghfield and the surrounding area to raise money for local charities. All profits raised by the Burghfield Santas go to the Thames Valley Air Ambulance and other worthwhile charities.

In 2019 the Burghfield Santas will be organising the following events.

- [Burghfield Boxkart Bash](#) on Sunday 23<sup>rd</sup> June
- [Burghfest](#) on Friday 27<sup>th</sup> and Saturday 28<sup>th</sup> September
- [Santa Cruise](#) on Saturday 14th December

For more details on the Burghfield Santas and our events see [burghfieldsantas.org.uk](http://burghfieldsantas.org.uk).

By sponsoring these events you and your company are supporting the local community of Burghfield and Burghfield Common and contributing to deserving charities. All sponsors receive a framed certificate, are acknowledged in the event programme and appear on our event web-sites allowing you to publicise your involvement.

Below you will find a list of the sponsorship opportunities for purchase. Many of the offerings are exclusive and are sold on a first come, first served basis. In the event that the offering you select is no longer available, we will advise you and request you make another selection.

**Why not take advantage of our discounted annual sponsorship packages to get first pick of the opportunities and maximise the return on your investment?**

## Box Kart Sponsorship Price List 2019

<b>Banners</b>	
<i>Item</i>	<i>Price</i>
Course Banner (6'x3')	£50*, £200* for 5, £350* for 10
Exclusive Start Line Banner	SOLD to BlueSky
Exclusive Finish Line Banner	SOLD to BlueSky
* Price does not include cost of banner. You can provide your own banner or the Santas will produce a banner for you for a £50 fee.	
<b>Attractions</b>	
<i>Item</i>	<i>Price</i>
Exclusive: Big Screen Sponsor	SOLD to Parkers
Exclusive: Award Sponsor	SOLD to TK Travel
Exclusive: Sponsor of the Pits	SOLD to TK Travel
Exclusive: Sponsor of The Jump	SOLD to TK Travel
Exclusive: Sponsor of The Water hazard	£300*
Exclusive: Sponsor of The Chicane	£300*
Exclusive: Sponsor of The Stepper	£300*
Exclusive: Sponsor of the Guide Dog's Bar	£200*
Exclusive: Sponsor of the Rose Lawn Bar	Reserved for Clarify Foundation
Exclusive: Sponsor of the Hatch Bar	£200*
Exclusive: Logo on Volunteer Tee-Shirt	£300
Exclusive: Sponsor of the tickets	Reserved for Melanie Curtis
Exclusive: Sponsor of Spectator Wrist Bands	SOLD to Parkers
* Price does not include cost of banner. You can provide your own banner or the Santas can produce a banner for you for a £50 fee.	
** Price does not include cost of banner. You can provide your own large banner or the Santas can produce a banner for you for a £100 fee.	
<b>Advertise in The Official Box Kart Programme</b>	
<i>Item</i>	<i>Price</i>
Half page colour Advert	£50
Full page colour Advert	£100
Logo on front cover	£100
Exclusive: Inside back cover – full page	SOLD to Parkers
Exclusive: Inside front cover – full page	SOLD to TK Travel
Exclusive: Back Cover – full page	£350

## Burghfest Sponsorship Price List 2019

<b>Banners &amp; At Event Advertising</b>	
<i>Item</i>	<i>Price</i>
Sponsor a Beer Barrel	£50
Exclusive: Sponsorship of the Prosecco Bar	£300*
Exclusive: Sponsor of the Beer Bar	SOLD to Parkers
Exclusive: Logo on Burghfest 2019 Pint Glasses	SOLD to TK Travel
Exclusive: Logo on Burghfest 2019 Wine Glasses	£500
Exclusive: Logo on Volunteer T-shirts	£300
Exclusive: Sponsor of the tickets	Reserved for Melanie Curtis
Exclusive: Sponsor of Festival Wrist Bands	SOLD to Parkers
Exclusive: Ticket Desk	Reserved for Melanie Curtis
Exclusive: Stage Sponsor	SOLD to BlueSky
* Price does not include cost of banner. You can provide your own banner or the Santas can produce a banner for you for a £50 fee.	
** Price does not include cost of banners. You can source your own acoustic mesh banners to the specification required or the Santas can produce the banners for you for a £150 fee.	
<b>Advertise in The Official Burghfest Beer Guide and Programme</b>	
<i>Item</i>	<i>Price</i>
Half page colour Advert	£50
Full page colour Advert	£100
Logo front cover	£100
Exclusive: Inside back cover – full page	SOLD to Parkers
Exclusive: Inside front cover – full page	SOLD to TK Travel
Exclusive: Back Cover – full page	£350

## Santa Cruise Sponsorship Price List 2019

<b>Sponsor a Santa</b>	
<i>Item</i>	<i>Price</i>
Logo on the Santas Website	£50
Adopt a Santa	£100

## Annual Sponsorship at all Burghfield Santa Events

<b>Annual Sponsorship</b>	
<i>Level</i>	<i>Price</i>
Bronze - £450 spend across 2 or more events	£250*
Silver - £700 spend across 2 or more events	£450*
Gold - £1,300 spend across 2 or more events	£900*
Platinum - £2,200 spend across 2 or more events	£1,500*
* Some restrictions apply	

## Box Kart Sponsorship Descriptions

### **Course Banner £50\***

Your banner will be placed along the track in full view of all of our Box Kart Spectators

### **Exclusive Start Line Banner - £300\***

Your banner will be placed at the start line where the BBB presenters will be introducing the karts as they set off down the course. Your banner will be seen on the facebook live feed which achieved up to 10,000 views last year.

### **Exclusive Finish Line Banner - £300\***

Your banner will be the only banner at the finish line where a large number of BBB spectators congregate to see the karts as they pass the finish line and get hooked up to be towed back up the hill.

### **Exclusive: Big Screen Sponsor - £600\*\***

Originally introduced last year, to show World-Cup football, the big screen is back! We will be screening two leading movies on the night before Box Kart and using it to show live streaming of the event on the day. This will be the centre of attention at The Hatch. Your large banner will be displayed below the screen.

### **Exclusive: BBB Award Sponsor - £500\***

Your banner will form the back drop to the awards ceremony at the end of the event and your name and logo will be displayed on the big-screen, our web-site and social media when we announce the results. In addition, all 4 members of each BoxKart Team will receive a medal/dog tag with your company logo and the words "I beat the Hill – BBB 2019". With 30 karts signing up, that's 120 people with your company on their keyrings.

### **Exclusive: Sponsor of the Pits - £400**

An excellent opportunity for a company to set up a display in the busy Pits area at the Guide Dogs for the Blind head quarter. A large crowd gathers to view the Karts before they set off down the hill and there is plenty of space for a Motor company for example to display their latest model.

### **Exclusive: The Jump Sponsor - £400\***

The Jump proved to be the most popular attraction of BBB 18 with thousands of people crowding round to watch whether the karts were going to survive – many did not! Your "<Your co> sponsor The Jump" banner will be positioned beside the jump for maximum exposure.

### **Exclusive Water Hazard Sponsor - £300\***

A very popular attraction at BBB 18, we will be selling water pistols for youngsters (or oldsters) to shoot at the karts as they enter the water hazard stretch half way down the hill. Your "<Your co> sponsor The Water Hazard" banner will be positioned beside the obstacle for maximum visibility of what will be a very popular attraction.

### **Exclusive Chicane Sponsor - £300\***

Expected to draw a large crowd and to write off a few of the karts. Your "<Your co> sponsor The Chicane" banner will be positioned behind the chicane and on the hay bales for maximum visibility.

**Exclusive Stepper - £300\***

New for BBB 19, this obstacle will shake the karts and maybe dislodge some bits! It's expected to be very popular with the crowd. our "<Your co> sponsor The Stepper" banner will be positioned beside the obstacle for maximum visibility.

**Exclusive: Sponsor of the Guide Dog's Bar - £200\***

Your banner will form the backdrop of the bar at the Guide Dogs for the Blind Head Quarters which is where the action starts. The many hundreds of thirsty spectators will be very grateful as they quench their thirst – thanks to your company.

**Exclusive: Sponsor of the Rose Lawn Bar - £200\***

Your banner will form the backdrop of the bar at the Rose Lawn Hotel, the mid-point of the course with excellent race viewing opportunities. The many hundreds of thirsty spectators will be very grateful as they quench their thirst – thanks to your company.

**Exclusive: Sponsor of the Hatch Bar - £200\***

Your banner will form the backdrop of the bar at the Hatch. With the big screen fun fair, the awards ceremony and food vendors which will see the heaviest foot fall this year. The many hundreds of thirsty spectators will be very grateful as they quench their thirst – thanks to your company.

**Exclusive: Logo on Volunteer T-shirts (over 120 volunteers) - £300**

The BoxKart Bash 2019 will have over 120 volunteers on the day all wearing a T-shirt with your company logo on the front. Then they get to keep that T-shirt and will proudly wear your logo for years to come.

**Exclusive: Sponsor of the Tickets - £300**

On sale at Wellers, Nisa, Parkers, Dad's shop and more, over 1000 tickets are sold in advance of the BoxKart Bash. As proud sponsors, your logo will be prominently displayed on the tickets and on the posters advertising the tickets in the shops. Tickets will be on sale at the May fair and will be on fridges and in handbags for months leading up to the grand event.

**Exclusive: Sponsor of the Spectator Wrist Bands - £300**

Every spectator is issued with a Wristband upon entry to the event. That means that your company logo could be on the wrist of over 3000 people all having a great time.

**Advertise in the Official Box Kart Programme**

For sale at just £1 to spectators on the day, sales of the programme are expected to be in the thousands. Containing pictures and descriptions of all the karts, everyone is going to want a copy of this keepsake and your company can advertise for the very attractive rates below.

Half page colour Advert - £50

Full page colour Advert - £100

Logo on front cover - £100

Exclusive: Inside back cover full page - £200

Exclusive: Inside front cover full page - £200

Exclusive: Outside back cover full page - £350

**\* Price does not include cost of banner. You can provide your own banner or the Santas can produce a banner for you for a £50 fee.**

# Burghfest Sponsorship Descriptions

## **Sponsor a Beer Barrel £50**

With over 40 different beers on offer, you get to choose the beer barrel that will bear your company logo behind the Burghfest bar.

## **Exclusive: Sponsor of the Prosecco Bar - £300\***

Your company banner will form the backdrop to the very popular Prosecco bar.

## **Exclusive: Sponsor of the Beer Bar - £400\***

Your company banner will form the backdrop to the key feature of Burghfest – the beer bar!

## **Exclusive: Logo on Burghfest 2019 Pint Glasses\* £500**

Everyone who purchases an advance ticket for Burghfest gets a souvenir glass\* to use at the festival and take away with them. Over 1500 glasses\* were supplied in 2019 and they are becoming collector's items. Your company logo will be in drinks cabinets throughout Burghfield for years to come.

\* the glasses are made from high quality polycarbonate for safety reasons.

## **Exclusive: Logo on Burghfest 2019 Wine Glasses\* £500**

Everyone who purchases an advance ticket for Burghfest gets a souvenir glass\* to use at the festival and take away with them. Over 1500 glasses were supplied in 2019 and they are becoming collector's items. Your company logo will be in drinks cabinets throughout Burghfield for years to come.

\* the glasses are made from high quality polycarbonate for safety reasons.

## **Exclusive: Logo on T-shirts (over 120 volunteers) - £300**

Burghfest 2019 will have over 120 volunteers on the day all wearing a T-shirt with your company logo on the front. Then they get to keep that T-shirt and will proudly wear your logo for years to come.

## **Exclusive: Sponsor of the tickets - £300**

On sale at Wellers, Nisa, Parkers, Dad's shop and more, over 1000 tickets are sold in advance of Burghfest. As proud sponsors, your logo will be prominently displayed on the tickets and on the posters advertising the tickets in the shops. Tickets will be on sale at the May fair and will be on fridges and in handbags for months leading up to the grand event.

## **Exclusive: Ticket Desk - £200\***

The ticket tent is where every drinking festivalgoer collects their wristband and drinks tokens. As a proud sponsor of Burghfest your banner will be prominently displayed behind the ticket desk for people to see as they enter the festival.

## **Exclusive: Headline Stage Sponsor £1000\*\***

As the Headline Sponsor of Burghfest, your banners will be literally Centre Stage and form the backdrop to all of the bands playing over both days of the festival.

## **Exclusive: Sponsor of the Festival Wrist Bands - £300**

Every drinking festivalgoer is issued with a Wristband upon entry to Burghfest. That means that your company logo could be on the wrist of over 2000 people all having a great time.

### **Advertise in The Official Burghfest Beer Guide and Programme**

For sale at just £1 to festivalgoers over the 2 days of Burghfest, sales of the programme are expected to be in the thousands. The Programme contains descriptions of all the beers and pictures and information about all of the bands as well as the running order. Every discerning Burghfester is going to want a copy of this keepsake. Your company can advertise for the very attractive rates below.

Half page colour Advert - £50

Full page colour Advert - £100

Logo on front cover - £100

Exclusive: Inside back cover full page - £200

Exclusive: Inside front cover full page - £200

Exclusive: Outside back cover full page - £350

**\* Price does not include cost of banner. You can provide your own banner or the Santas will produce a banner for you for a £50 fee.**

**\*\* Price does not include cost of banners. You can provide your own banners or the Santas will produce banners for you for a £150 fee.**

## **Santa Cruise Sponsorship Descriptions**

### **Logo on the Santas Website - £50**

Support the Santas throughout the year and we will recognise you as an official sponsor on the Santas website, <http://santacruise.org.uk>. A link back provided for you so you can promote your charity support on your company website.

### **Adopt a Santa - £100**

In addition to the web-site, your company logo will also be prominently displayed on the back of one of the Santas as they cycle around the local villages shaking their tins to raise money for the Thames Valley Air Ambulance.

## Payment

Please make your payment in one of the following ways:

BACS. | Account Name: Burghfield Santas | Sort: 40-38-04 | Acct No: 94805763

Cheque to be made payable to Burghfield Santas

PayPal account: [admin@burghfieldsantas.org.uk](mailto:admin@burghfieldsantas.org.uk)