

BURGHFIELD SANTAS

SPONSORSHIP OPPORTUNITIES 2026



LOCAL EXPOSURE AT

BURGHFEST, BOX KART

AND ALL OTHER

SANTA EVENTS

Burghfest



PROUDLY SUPPORTING LOCAL CHARITIES SINCE 2006



Ho ho ho

who are we & how you can get involved



The Burghfield Santas are a dedicated group of local volunteers who bring the community together through a series of much-loved events across the year. From the high-energy Box Kart Bash in June to the ever-popular Burghfest in September, with a series of pop-up pubs and events throughout the year, our larger events can attract over 5,000 people from Burghfield and the surrounding areas.

2026 marks our 20th anniversary, a milestone that reflects two decades of community spirit, fundraising and unforgettable local events.

At the heart of everything we do is a commitment to giving back. Since we began, we have raised over £400,000 for Thames Valley Air Ambulance, while also supporting a range of local charities and community groups.

Alongside our headline events, we also host a series of pop-up pubs throughout the year, including regular gatherings at the village hall and a popular weekly summer pop-up at the recreation ground. These relaxed, full-family, fete-style evenings, complete with a bar, street food and often live music, attract hundreds of people each week and have become a firm favourite in the local calendar.





Our events create inclusive, accessible opportunities for all ages, help reduce social isolation by bringing people together, and provide valuable fundraising and volunteering opportunities within the community. You can help by sponsoring us!







Why Sponsor the Burghfield Santas?

By sponsoring the Burghfield Santas, you are not only supporting these important initiatives, but also placing your business at the heart of one of the area's most recognised and well-supported community initiatives.

Sponsorship offers a unique opportunity to:

-  Demonstrate your commitment to the local community
-  Align your brand with positive social impact
-  Reach a wide and engaged local audience
-  Support meaningful charitable and community initiatives

With your support, we can:

-  Deliver inclusive, accessible events for all ages and backgrounds
-  Keep events affordable and accessible
-  Provide volunteering opportunities that build skills and confidence
-  Support charities and community groups through fundraising



Where Your Support Goes

Your sponsorship directly contributes to:

Event infrastructure and equipment

Safety :security, first aid, insurance

Entertainment and activities

Marketing and promotion



**A PERFECT
FIT FOR
BUSINESSES
LOOKING
FOR BOLD,
VISUAL AND
MEMORABLE
BRAND
EXPOSURE.**

The Box Kart Bash is a thrilling, high-energy event that forms part of the wider global celebration of soapbox racing, including International Box Kart Day in June.

Last year's event attracted a crowd of around 5000 and delivered a fun, family-friendly atmosphere with high visibility for sponsors.

This year, expect even more creativity, more chaos and plenty of laugh-out-loud moments as teams depart the grounds of Guide Dogs and take on the course with everything from clever contraptions to completely outrageous builds. It's what makes this event so special. Friends, families, workmates and local legends all coming together for a day that celebrates community at its very best.

If you are looking for maximum visibility, this event is a must!



**5000
ATTENDEES*
FOOD, BARS
& FUN FAIR.**



IT'S BACK!

Sunday 21st June



BOX KART SPONSORSHIP OPPORTUNITIES

- FINISH LINE SPONSORSHIP
- BANNER PLACEMENT
- KART SPONSORSHIP
- GIANT SCREEN ADVERTISING
- HIGH-VISIBILITY
TRACKSIDE ADVERTISING
- BAR SPONSORSHIP
- TICKET & WRISTBAND SPONSORSHIP



Burghfest

25th & 26th September



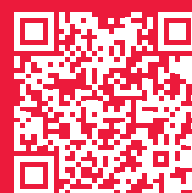
Held at Burghfield Recreation Ground each September, Burghfest is one of the area's most vibrant community festivals, attracting thousands of locals across the weekend and creating a fantastic social atmosphere. With a plethora of incredible live music, great food, beers, spirits and soft drinks, alongside a fun fair for all ages, it offers a brilliant opportunity to align your brand with one of the most talked-about events in the local calendar.

BURGHFEST SPONSORSHIP OPPORTUNITIES

- BAR SPONSORSHIP
- STAGE SPONSORSHIP
- BEER & CIDER SPONSORSHIP
- APPAREL SPONSORSHIP
- BANNER & FLAG PLACEMENTS
- TICKET & WRISTBAND SPONSORSHIP

PICK YOUR PACKAGE

OUR ANNUAL SPONSORSHIP PACKAGES ARE A COST-EFFECTIVE WAY TO OFFER YOU MAXIMUM EXPOSURE ACROSS ALL OUR EVENTS THROUGHOUT THE YEAR.



BRONZE PARTNER £500

Great value visibility at our most popular events.

BRONZE PARTNER

- 2 banners at signature events, plus placement in one high-footfall area
- Branding across our website and social media
- Promotion of your own video content on Santas social media
- Banner placement at one Sack in the Park
- Beer sponsorship at Burghfest

SILVER PARTNER £1,500

A strong presence across our flagship events.

SILVER PARTNER

- Bar sponsorship at either Box Kart Bash or Burghfest
- Branding across our website and social media
- Up to 4 banners displayed at signature events
- Burghfest beer sponsorship
- Promotion of your own video content on Santas social media
- 'Pop-up' opportunities at two Sacks in the Park.

GOLD PARTNER £5000

Our premium partnership package offers maximum visibility and exclusivity

GOLD PARTNER (Maximum 2)

- Brand activation opportunities at all 2026 Santa events
- Assigned bar sponsorship at both Box Kart Bash and Burghfest
- Unlimited event banners
- Prominent branding across our website and social media
- Promotional video shared on Santas social media – co-produced with our experts
- 'Pop-up' presence (roll banners) at Box Kart Bash, Burghfest and every Sack in the Park.
- Industry exclusivity (only one sponsor per sector)

Other sponsorship opportunities are available at our signature events. These can be added to Annual Partnerships.

For more details, pricing or to discuss bespoke sponsorship packages, please scan the code above, or email: admin@burghfieldsantas.org.uk



WITH MANY SPONSORSHIP AND BRANDING OPPORTUNITIES FOR ALL BUDGETS AVAILABLE, GET IN TOUCH WITH US TODAY & GET YOUR BUSINESS SEEN WHILST HELPING US CONTINUE TO MAKE THIS COMMUNITY THE BEST PLACE TO LIVE

burghfieldsantas.org.uk

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