

Bovey Tracey Carnival Association

Sponsorship Packages for 2026

Dear supporter,

We are a non-profit organisation, fundraising for local charities and community groups/projects. We are a committee of volunteers trying to make a difference in our community.

Providing these events come at a considerable cost. We rely on sponsorship from local businesses and individuals, like yourself, to raise the vital funds that allow us to continue supporting our community. *We need your help!*

BTCA isn't just about Carnival Week in August, it includes events throughout the year, such as the Christmas Market. All of these events are free of charge.

- Picnic in the park - Funfair, stalls, food & bar, plus live music all day!
- Summer Fete - Dog show, music, food & bar, demonstrations, raffle, traditional games
- Christmas market - Santa, artisan stalls, raffle, choir, light switch-on
- Plus quizzes, bingo - and anything else we can do to raise funds!

Please take a look at the sponsorship packages detailed below.

Bespoke packages are also available - we'd be delighted to discuss your specific requirements to grow your business.

Sponsorship for Carnival Week - £300

The huge cost of carnival week includes printing posters/flyers, raffle tickets, consumables, licensing fees, insurances, equipment hire for Picnic & Summer Fete (staging, bands, toilets, bins etc etc...)

We produce a glossy Carnival week flyer in which our sponsors, advertisers and supporters are prominently visible.

The benefits of sponsoring an event gives you great exposure:

- Company Logo and your links on our website
- Mentions on social media (with links to your chosen webpages)
- Company Logo on huge banners and carnival signage
- Logo included on printed materials
- Free Promotional Pitches for sponsors at Summer Fete & Christmas Market
- Shout outs at Summer Fete and Picnic in the Park for your business
- Free promotional pitch at events
- Invitation as a honoury 'sponsor vehicle' to the procession

Sponsorship of the Carnival float - £200

Our float is used in our own carnival and tours carnivals local to the area. Your banner will be displayed on the float & will also feature on our website and social media, with a link back to your own website.

Sponsorship of Carnival Procession Categories - From £60

Sponsorship covers full cost of prizes for each category.

Your company name and logo will be on the winners certificates. You will also be promoted on our Facebook page and on our website with a link back to your own website. You may sponsor multiple categories in order to maximise your company exposure.

Category	Cost
Best motorised entry	£100
Decorated pram/cycle or similar	£60
Best costumed group walking	£60
Best costumed individual walking	£60

Sponsorship of Christmas Market - £200

Sponsoring the Christmas Market is a great way to promote your business with this extremely popular event. You will get your name printed onto the raffle tickets, sold in advance of the event.

Sponsorship benefits

Sponsorship	Carnival Week	Christmas Market	Carnival Float	Procession categories
Cost	£300	£200	£200	£60+
Banner				
Company name & logo on our website				
Social media mentions				
Raffle tickets with your name				