



HERTFORD TOWN COUNCIL

# HERTFORD EVENTS

Sponsorship Opportunities for all

2024



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HERTFORD TOWN COUNCIL

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In this guide we provide an indication of our suggested benefits and sponsorship opportunities. These will be discussed with you and may be subject to change.

# WELCOME

For many years, Hertford Town Council have developed and delivered a number of popular and well attended annual community events. Our diverse programme of events includes music festivals, open air cinema and theatre productions, food and drink festivals, Christmas markets and much more. They bring people from Hertford and the surrounding areas together and help to showcase our wonderful town. We recognise the contribution that the business community makes to Hertford, and it is for this reason that Hertford Town Council invite you to consider becoming a sponsor of one, or more, of these community events.



Sponsoring a Hertford event offers you a unique opportunity to demonstrate your support of the County town and give positive exposure to your business. The following pages of this document provide you with details of our sponsorship packages. Each of these packages provide your business with increased visibility and the opportunity of supporting the community in which you operate.

Sponsorship packages to suit all budgets are available and Hertford Town Council Officers will be happy to discuss how any package could be fine-tuned to better meet your requirements.

Hertford Town Council take great pride in the events we currently offer whilst continually exploring opportunities to expand and enhance them. We hope that you see a role for your business within this aim, and we very much look forward to working with you in 2024 and beyond.

Joseph Whelan  
Town Clerk



# HARTS FEST 2024

## 13TH APRIL

A free family event to celebrate and promote art and culture in and around Hertford. From music, dance and drama to craft and mindfulness, Hertford Castle will host a range of art and cultural based activities, in partnership with local businesses and groups, suitable for both adults and children of all ages.

### Sponsorship Package includes:

- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within the event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.



**Expected footfall  
across the day:  
3,000**



# HERTFORD FAMILY PRIDE DAY

NEW FOR  
2024

12TH MAY

A family friendly event, to celebrate diversity and inclusion in Hertford. With a fun packed programme of live entertainment, this event will be hosted in the beautiful Hertford Castle grounds.

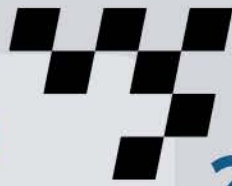
## Sponsorship Package includes:

- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.

**Expected footfall  
across the day:  
3,000**



# CARS AT THE CASTLE



## 2ND JUNE

Cars at the Castle is one of the largest FREE car shows in Hertfordshire, with over 50 exhibiting cars and motorcycles, set within the picturesque grounds of Hertford Castle. With live music, food and drinks stalls, and the Castle open for the public to explore, there is something for everyone.



**Expected footfall  
across the day:  
5,000**

## Sponsorship Package includes:

- Opportunity to judge and award the “Car Competition” at event.
- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.
- Sponsorship announcements during the event

*“One of the best car shows in Hertfordshire”  
Car Exhibitor 2023*

**CARS  
AT THE  
CASTLE**

See page 20 for Price List



# OPEN AIR THEATRE

# 15TH JUNE

With Hertford Castle providing an atmospheric backdrop, visitors can enjoy a day of Open-Air Theatre on the Castle lawn. Performed by Quantum Theatre, the audience will be able to enjoy family friendly, "Jemima Puddle Duck" during the day and an adaptation of Charles Dickens' "Great Expectations" in the evening.



## Sponsorship Package includes:

- 10 complimentary tickets per performance worth a total of £250.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.
- Sponsorship announcements during the event.



**Audience of  
400 per  
performance**

See page 20 for Price List

# BEER AND WORLD FOOD FESTIVAL



## 6TH & 7TH JULY

This highly anticipated and popular event kicks off on the 6th July in Hertford Town Centre with offers and discounts from many of the town centre businesses, which can be redeemed via the online 'Foodie Passport'. At Hertford Castle on the 7th July, visitors can enjoy an afternoon sampling international cuisine from an array of stallholders and live world music. There will be an extensive beer tent and a dedicated Gin and Prosecco bar.



*"Best market for us to date and thank you again for giving us the opportunity to showcase our local products in our hometown"*  
Gary Batt – Hertford Sauce Company

## Sponsorship Package includes:

- Branding on event stages.
- Branding on all printed publicity including event posters and banners.
- Branding on online 'Foodie Passport'.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £50.
- Sponsorship announcements during the event.

**Expected footfall  
across the day:  
7,000**

See page 20 for Price List



# TEDDY BEARS' PICNIC

## 21ST JULY

Hertford Town Council warmly welcomes families and friends to attend the ever popular annual Teddy Bears' Picnic. A family fun day filled with activities and entertainment for the children set within the beautiful Hertford Castle grounds.



### Sponsorship Package includes:

- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £65.
- Sponsorship announcements during the event.

**Expected footfall across the day:  
5,000**

See page 20 for Price List

# ROCK AT THE CASTLE

## 4TH AUGUST

Hertford Castle rocks with the never to be missed event of the season. With performances spanning across three stages, covering a wide range of music tastes, this event is hugely popular and suitable for all. This event is a charity fundraiser, raising funds for a different local charity each year.



# ROCK AT THE CASTLE

*"Great atmosphere, well organised and we will definitely come again!"*  
Facebook User

## Main Sponsorship Package includes:

- Branding on event stages.
- Branding on all printed publicity including event posters and banners, plus the event programme.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £65.
- Sponsorship announcements during the event.
- 10 VIP wristbands providing access to control tent for toilets and refreshments.
- See page for other sponsorship opportunities for this event.

**Expected footfall across the day:  
10,000**

See page 20 for Price List

# HERTFORD PLAY DAY

# 7TH AUGUST

In conjunction with the national “Play Day” - a day for play - Hertford Town Centre and Hertford Castle will be filled with child-friendly activities, games, promotions and events.



## Sponsorship Package includes:

- Branding on all printed publicity including event posters and banners, plus the event programme.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibition pitch (3x3m) at event worth £65.



See page 20 for Price List



# OPEN AIR CINEMA

## 16TH AUGUST

Visitors can enjoy a day and night of movie magic at Hertford Castle's Open-Air Cinema screenings. With two films scheduled; a daytime showing, perfect for the family, and then an evening showing suitable for an older audience.



### Sponsorship Package includes:

- Branding on all printed publicity including event posters and banners.
- Publicity within the event social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgment within the event press release.
- Free exhibitor pitch (3x3m) at event worth £50.
- Company logo and/or promotional video projected onto the big screen before and after the films.
- 20 complimentary VIP tickets per film worth £320 This includes access to VIP area with seating and movie snacks.
- Optional involvement in film selection.

**Audience of  
700 per  
performance**

# HERITAGE DAY

# 8TH SEPTEMBER

As part of the national Heritage Open Days weekend, Hertford Town Council host an annual Heritage Day event. The castle grounds are transformed to include interactive medieval encampments and visitors can enjoy a programme of entertainment including fire breathing, falconry flying displays, storytelling, battle re-enactments and much more.



  
heritage open days

**Expected footfall  
across the day:  
5,000**

## Sponsorship Package includes:

- Branding on all printed publicity including event posters and banners.
- Publicity within the event social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.
- Sponsorship announcements during the event.

See page 20 for Price List

NEW FOR  
2024

# HERTFORD ECO FEST

22ND  
SEPTEMBER

A festival designed to celebrate environmental sustainability and an opportunity to discover how even small changes can make BIG differences. See how pedal power can be utilised, learn how to save money on energy bills and speak with experts in their field about building a more sustainable Hertford. With live music, locally sourced and produced food and drinks offers and much more, this new event promises to be a fantastic addition to our annual programme of events.

## Sponsorship Package includes:

- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £65.
- Sponsorship announcements during the event.

**Expected footfall  
across the day:  
3,000**

See page 20 for Price List



# CHRISTMAS IN HERTFORD



**22ND - 24TH  
NOVEMBER**

## Hertford Town Christmas Gala

**22ND NOVEMBER**

## Hertford Castle Christmas Market

**22ND - 24TH NOVEMBER**

Hertford celebrates Christmas in style with a weekend of festivities, including the Hertford Town Christmas Gala and the Hertford Castle Christmas Market. There is a non-stop programme of entertainment, including the Christmas Light Switch On, fairground rides, food and drink stalls and the ever growing Christmas market, making this is the largest event of the year! Grab the attention and secure exposure to thousands of people from Hertford and the surrounding area with the following sponsorship opportunities, which offer excellent value for money.



### The Gala

- Branding on all printed publicity including event posters and banners, plus the event programme.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £75.



### The Gala Stage

- Exclusive sponsorship of the Gala Stage.
- Space for banners at front and side of stage.
- Inclusion in all event publicity, printed and online.
- Sponsorship announcements during the event.

See page 20 for Price List

# CHRISTMAS IN HERTFORD



22ND - 24TH  
NOVEMBER



## Christmas Market

- Branding on all printed publicity including event posters and banners, plus the event programme.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings the on [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £210 for 3 days.



## The Christmas Market Stage

- Exclusive sponsorship of the Christmas Market stage.
- Space for banners at front and side of stage.
- Inclusion in all event publicity, printed and online.
- Sponsorship announcements during the event.



## “Storytime with Santa” at Hertford Castle

- Exclusive sponsorship of “Storytime with Santa” event which takes places during the Christmas Market weekend.
- Space for promotional material at the entrance and exit of the event location.
- Inclusion in all event publicity, printed and online.



# CHRISTMAS IN HERTFORD



22ND - 24TH  
NOVEMBER

## Festive Lights Opportunities

Help make Hertford shine and sparkle this Christmas with any of the following festive light opportunities. From exclusive sponsorship of the entire suite of lights to any one of our light up stand alone pieces there is an opportunity for budgets large and small.



### “Hertford Town Centre Festive Lights brought to you with support from...”

- Exclusive sponsorship of the entire suite of Festive Lights 2024 including all crossovers, column wraps, the Town Centre Christmas Tree and the standalone set-pieces.
- Inclusion in all event publicity including printed material such as event posters, banners and event programme.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Sponsorship announcements during the Hertford Town Gala and the Hertford Castle Christmas Market, including thank you message from the Mayor of Hertford at the light switch on

# CHRISTMAS IN HERTFORD



22ND - 24TH  
NOVEMBER

## Festive Lights Opportunities



### Hertford Photo Frame

- Exclusive sponsorship of the Hertford Christmas Photo Frame.
- A sign next to the set-piece item to read “Brought to you by” or wording of your choice.
- Option to include a QR code on the sign to drive footfall to your website.
- Inclusion in all event publicity, printed and online.



### Hertford Light Up Throne

- Exclusive sponsorship of the Hertford Christmas Light Up Throne.
- A sign next to the set-piece item to read “Brought to you by” or wording of your choice.
- Option to include a QR code on the sign to drive footfall to your website.
- Inclusion in all event publicity, printed and online.

See page 20 for Price List



# PRICE LIST 2024

Event	Event Date	Sponsorship Package	Standard Sponsorship Price	Exclusive Sponsorship Price
HArts Fest See page 04	13 <sup>th</sup> April	All	£300 + VAT per sponsor 3 max.	
Hertford Family Pride Day See page 05	12 <sup>th</sup> May	All	£300 + VAT per sponsor 3 max.	
Cars at the Castle See page 06	2 <sup>nd</sup> June	All	£500 + VAT per sponsor 3 max.	£1200 + VAT
Open Air Theatre See page 07	15 <sup>th</sup> June	All	£400 + VAT per sponsor 3 max.	£1000 + VAT
Beer and World Festival See page 08	6 <sup>th</sup> – 7 <sup>th</sup> July	Foodie Passport	£150 + VAT per sponsor 3 max.	£350 + VAT
		Castle Event (7 <sup>th</sup> July)	£850 + VAT per sponsor 2 max.	£1400 + VAT
Teddy Bears' Picnic See page 09	21 <sup>st</sup> July	All	£500 + VAT per sponsor 3 max.	£1200 + VAT
Rock at the Castle See page 10	4 <sup>th</sup> August	Main Event Sponsor		£1500 + VAT
		Island Stage (only) Sponsor		£500 +VAT
		Garden Stage (only) Sponsor		£200 +VAT
Hertford Play Day See page 11	7 <sup>th</sup> August	All	£300 + VAT per sponsor 3 max.	£750 + VAT
Open Air Cinema See page 12	16 <sup>th</sup> August	Both films	£800 + VAT per sponsor 2 max.	£1200 + VAT
		Film 1 – Afternoon Only		£1000 + VAT per sponsor
		Film 2 – Evening Only		£1000 + VAT per sponsor

Event	Event Date	Sponsorship Package	Standard Sponsorship Price	Exclusive Sponsorship Price
Heritage Day See page 13	8 <sup>th</sup> September	All	£300 + VAT per sponsor 3 max.	
Christmas in Hertford See pages 15-16	22 <sup>nd</sup> – 24 <sup>th</sup> November	Both events – Gala and Christmas Market	£1500 + VAT per sponsor 3 max.	£2500 + VAT
See page 16		Storytime with Santa		£300 + VAT
See pages 17- 18		Festive Lights includes entire suite of lights with Photo Frame and Light Up Throne		£8000 + VAT
See page 18		Photo Frame only		£750 + VAT
See page 18		Light Up Throne only		£750 + VAT
See page 18		Photo Frame <b>and</b> Light Up Throne		£1250 + VAT
Hertford Town Centre Children’s Trails See page 19	Multiple throughout the year	All	£200 + VAT per sponsor, per trail 3 max.	£450 + VAT includes all 3 trails

## Application

To guarantee exclusivity please apply by Thursday 21<sup>st</sup> March 2024.

All other sponsorship packages will be available from Friday 22<sup>nd</sup> March 2024.

## Contact us

If you have any questions or you would like to discuss any of the sponsorship opportunities, please get in touch.

Hertford Town Council  
Hertford  
SG14 1HR

Telephone: 01992 552885

Email: [events@hertford.gov.uk](mailto:events@hertford.gov.uk)

Website: [www.hertford.gov.uk](http://www.hertford.gov.uk)

Instagram and Facebook: @hertfordtowncouncil

X (formerly Twitter): @HertfordTC



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