



Dear Sir / Madam

HOLSWORTHY CARNIVAL – 16th NOVEMBER 2019

Holsworthy Carnival is one of the major events held in our local community, and it puts Holsworthy firmly on the map, helping our identity as a market town and local centre of commerce.

Significant numbers of people come into the town for the event and support our local businesses. For the last 5 years the event has been underwritten and organised by Holsworthy and District Lions Club with very considerable assistance from many individuals and organisations in our community.

It has been self funded recently through generous donations and advertising in the town and surrounding districts. Relying on this support as our only source of income has been a challenge, and is proving more difficult each year. The organising committee continually needs to ensure the Carnival survival and we try to come up with new initiatives to this end.

To encourage competitors the committee provides cash prizes for each category of entrants. This is common practise throughout the carnival communities, and helps participants recover some of their costs. This does encourage local floats and may bring in competitors from a larger geographical area thereby providing more spectacular processions.

Our costs remain high and rise year on year and sponsorship is needed. Our costs include insurance, road closures, security and lighting etc.

The minimum sponsorship amount is £200, but we are pleased to graciously receive larger donations. All sponsors will be acknowledged in the front of the programme and on the webpage for the full year. We hope to display all sponsors logos on the collection trailers on the evening of the event.

As a local business we seek your support by becoming a sponsor of this worthy event in our town's calendar.

If sponsorship is something you are unable to provide at this time advertisements in our programme are available with the following prices:

| Advertisement Size | Cost |
|---------------------------|-------------|
| ¼ page | £25 |
| ½ page | £50 |
| Full page | £100 |

All correspondence regarding offers of sponsorship and advertisements should be through the Chair of Holsworthy Carnival Committee at the email address below.

Please give serious thought to lending your support, and we would be grateful for any assistance that you can give for this historic and popular event. Please note the closing date for being part of this year's event (and getting your name in the programme) is Friday 6th September 2019.

Thank you very much

Regards

Ted England

Chairman Carnival Committee

Email: Carnival@Holsworthylions.co.uk