

KINGSTON CARNIVAL 2008

Date of the Event: 31 August 2008

Venue: Guildhall and Market Place, Kingston

Theme for 2008: **Bringing All Communities Together to have Fun !!!**

FUNDRAISING AND SPONSORSHIP

Kingston Carnival is an exciting, vibrant and energetic event designed to bring people from various Communities - ethnicities, nationalities and backgrounds together to celebrate the diversity of the borough. Kingston Carnival has become the premier annual event that has been running for the past 6 years. The event attracted over 20,000 people to Kingston Town Centre last year. We plan to bring up to a million people over the next five to ten years to Kingston. This has great benefits to local business, the Community and residents.

Food Fortnight organised by Kingston Town Centre Management will be celebrating foods from around the world, and will begin on 21st August and will continue for one week after Carnival

Fundraising and Sponsorship for Kingston Carnival 2008 is being done in a variety of forms.

Major Sponsor of the Carnival:

We are seeking a major sponsor for Kingston Carnival. The total budget for 2008 is around £30000.00. A major sponsor can under-write half of the main budget (£15000.00 or above). In return they will have the Carnival named after them; eg "The RBK Kingston Carnival 2008". They will have their logo on all advertising material and be a main feature on the stages at the Guildhall and Market Place on the day of the Carnival. A Senior Officer, CEO or equivalent will be introduced to the crowd during the Carnival with the Mayor of Kingston and a Celebrity and they and a limited number of their guests will be invited to the Mayor's Parlour during the Carnival to be introduced to the Mayor, the Carnival Steering Committee and for drinks and nibbles. They will also be included in any press before and after the Carnival.

Other Sponsorship:

We are also seeking other sponsorships with varying values and amounts. A Stage, a Performance or a Group can be sponsored to participate in the Carnival; eg the sponsor of a Mas Band which costs between £2000.00 to £4000.00 will enable us to bring in a few Mas bands to participate in the procession. It is also possible to sponsor the Sound System without which we cannot have a procession. Organisations may want a stall to advertise or sell their goods and equipment. Others may want to sponsor Radio Jackie's Outside broadcast rig/truck or merchandise such as T/shirts, bandanas, whistles etc promoting Kingston Carnival to be given away free on the day.

We will consider any other sponsorship arrangements and are able to discuss any suggestions anyone has.

Fundraising:

We have made grant applications to funders including the Arts Council of England. The Royal Borough of Kingston has so far made grant awards of £5750.00. We have written to large and small businesses for financial support. We receive £500.00 annually to support Kingston Carnival from a local chemist. Any size or amount of financial support is acceptable. An amount of £2500.00 or over will entitle the organisation to have their logo on selected advertising Carnival material if they so choose. They will be invited to the Mayor's Parlour to meet the Mayor and the Carnival Steering Committee and for nibbles.

Other Donations:

We will accept any other donations such as gift vouchers and goods to use for a raffle at the Carnival. We are seeking substantive gifts such as holidays to an exotic location as the Caribbean to promote the Carnival spirit or a Flat-screen TV as first prizes. There will also be a Trophy – which can be sponsored – for the best dressed Carnival group.

These are suggestions and ideas. We are able to discuss any other forms of sponsorship or fundraising which will help us have an exciting Carnival.

There will be press articles promoting the Carnival in the local press such as the Surrey Comet and the Guardian and the Informer and by Radio through Radio Jackie. There will also be information of the various websites of participating organisations such as Kingston Race and Equalities Council, the Royal Borough of Kingston, Kingston Town Centre Management and Global Arts Kingston.

More information is available from John Azah, telephone: 020 8547 2332, 07711 037181 or email: john.azah@kingstonrec.org; website: kingstonrec.org