**Winter Festival sponsorship opportunities**

Penrith Chamber of Trade & Commerce & Eden Arts are preparing for this year’s Penrith Winter Festival and the Winter Droving. These events are a great platform to showcase your business to both local people and visitors. The festival is a unique opportunity to associate your company with an extremely prominent and feel-good event, at the heart of the community. Planning is well underway and there are various ways you can associate your business with this fantastic event. We hope you can help us sprinkle some festive cheer across the town, support us in our plans. There are various ways in which you can get involved or give support:

**Winter Festival sponsorship opportunities**

* **Main partner = £2,000.** Full page advert on the back of the Winter Festival programme, with a distribution of 20,000. Your business listed as ‘Penrith Winter Festival, in partnership with’. Section on a new Winter Festival website and link back to your own site, business logo on all promotional print, mentioned in PR and online, promoted on social media. Invite to VIP reception
* **Sponsor = £500.** ½ page advert in the Winter Festival programme. Listing on a new Winter Festival website and link back to your own site. Invite to VIP reception
* **General Sponsor = £100.** ¼ page advert in the Winter Festival programme.
* There is also an opportunity to place an ‘offer’ in the programme for £25 each (£15 to Chamber members)

**Winter Droving sponsorship opportunities**

* **Main Partner = £2,000.** Your business will be listed as ‘Winter Droving, in partnership with’. You will get a section on a new Winter Droving page of the Winter Festival website and link back to your own site, business logo on promotional print, mentioned in PR and online, promoted on social media. Invite to VIP reception.
* **Sponsor = £500.** Sponsor one of the giant lanterns/cart and see your logo illuminated, listing on a new Winter Droving page of the Winter Festival website and link back to your own site, business logo on promotional print, mentioned in PR and online, promoted on social media. Invite to VIP reception
* **General sponsor = £100.** Listing on a new Winter Droving page of the Winter Festival website and link back to your own site, business logo on promotional print, mentioned in PR and online, promoted on social media.

If you would like to help support these events and help us make them a success for Penrith, please get in touch with Lisa on 07751212662 or email [lisa@acorn-marketing.co.uk](mailto:lisa@acorn-marketing.co.uk)