



www.wellscarnival.co.uk

[email: wellscarnival@live.co.uk](mailto:wellscarnival@live.co.uk)

Chair: Patrick Weston, 3 Northfield Ave, Wells-next-the-Sea, NR23 1LL Tel. 07771 874997

Secretary: Fran Marshall, 46 Waveney Close, Wells-next-the-Sea, Norfolk, NR23 1HT

Wells Carnival Week - Fri 28th July to Sun 6th August, 2017 incl.,

Once again we are heading rapidly towards Wells Carnival 2017. An amazing event organised and run by Wells Carnival Committee and their team of willing helpers. The result is a thrilling week of entertainment for locals and holiday makers of all ages.

The carnival has been running for more than 100 years and this year we hope to match the success and entertainment value of all those before. Each year we strive to find new events and entertainers to continue the success and your help and support is greatly appreciated.

In 2016 we estimate that well over 25,000 people enjoyed the week making it an ideal time to promote your business, as well as support us. Extensive coverage is always given by The EDP, Fakenham and Wells Times, local glossy magazines, radio stations, the superb Quay magazine and local TV & radio.

The Carnival is not just about ensuring people have a good time it also promotes Wells and brings additional visitors to the area. Many visitors, that come in the summer, book to return in the winter months.

It gives a wonderful opportunity for local groups and community projects to publicise themselves and raise much needed additional funds. On Carnival day a bucket collection, during the procession, raises funds for local good causes. The Committee added to the bucket collection in 2016, and distributed at our AGM in October, grants totaling over £8500, shared between 22 organisations. We also estimate that individual local groups and charities raised well in excess of £5000 during the week.

Due to the redevelopment of the Maltings/Granary we hired in a marquee last year, that was sited on the area adjacent to the Gordon Barrett Hall. This allowed us to continue running the majority of our indoor events. The marquee was a great success and we have made arrangements for it to be repeated in 2017. Car parking spaces continue to be a challenge and we will request Holkham Estate has the overflow car park open every day during Carnival week.

We are well aware that there has been an influx of requests for funding, in particular this year with the various events/developments within the town, BUT we rely on your support to cover the majority of the cost of the Carnival and this year is no different. The committee have been fundraising outside of Carnival too: at Christmas Tide and Spring Bank Holiday Fair and, in addition to spending carnival week organising and running activities, we also sell merchandise, run tea tents, bucket rattle, organise raffles etc etc plus the pitch fees from all stall bookings go to fund Carnival, but there is still a tremendous shortfall - so once again we are asking:

“Please help and support Wells Carnival 2017!”

We obviously greatly appreciate the sponsorship by local businesses, who help fund the larger events, but we also value every single donation and raffle prize. We have introduced many ways you can ALL support us from just a few pounds to major sponsors of £1000 and above. You could sponsor an event (or a share of an event), advertise in our programme, promote your business on our website, have a donation box, decorate your premises for Carnival or simply donate a raffle prize. Every donation helps. We also welcome any other suggestions!

Please take time to read the following information and consider ways you would be able to help. If more than one business wishes to get together to provide joint sponsorship, please do get in touch.

We would appreciate forms to be returned at your earliest convenience, but **no later than 15th May 2017**. To help with the smooth running of the Carnival please ensure payment is made with advertising requests and also sponsorship, where confirmed.

Best wishes to you all for the coming year and many thanks for your support.

Patrick Weston

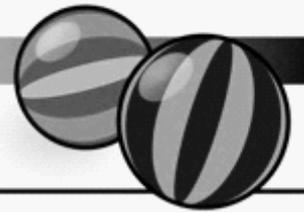
Wells Carnival Ltd., Chair



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WELLS CARNIVAL



Programme Advertising 2017

Every house and business in Wells will receive a free programme for this year's Carnival with additional copies available for visitors to purchase at £1.00 each. The programme offers you the chance to show your support for Wells Carnival and to present your business both to local residents and to visitors. For tourist attractions and businesses, it's the perfect way to reach holiday-makers and suggest places to visit during their stay.

Advertising in the programme is inexpensive and good value for money. The money for the advertising is used to print and distribute the free programmes, any surplus is added to Carnival funds which are put towards the Carnival's running costs. This year the advertising rates are:

Colour ads	Inside front cover L or R (128.5mm x 190mm)	£250	<i>NB: Centre Left OR Centre Right - Colour ads = £230 per page</i>
	Inside back cover L or R (128.5mm x 190mm)	£220	
	Inside programme whole page (128.5mm x 190mm)	£220	
	Inside programme 1/2 page (either 128.5mm x 94mm or 63mm x 190mm)	£140	
	Inside programme 1/4 page (128.5mm x 46mm or 63mm x 94mm)	£90	
Non colour pages with spot colour	programme 1/8 page (63mm x 46mm)	£60	
	Whole page (128.5mm x 190mm)	£150	
	1/2 page (either 128.5mm x 94mm or 63mm x 190mm)	£110	
	1/4 page (either 128.5mm x 46mm or 63mm x 94mm)	£70	
	1/8 page (63mm x 46mm)	£40	

We are happy to design and make up a **simple** text advert for you at no extra charge * Sara is also happy to design an advert for you at a reasonable fee – if you would like either of these services please tick the box on the order form and we'll contact you soon.

If you are a new advertiser, or a repeat advertiser who wants a new ad, please send any words and pictures, you want to appear in your advert, as an email to: sphillips@naturalsoap.co.uk Please note we cannot accept anything in Microsoft Publisher. Please phone 01328 711717 if you need more help.

Carnival Sponsorship 2017

A major part of the Carnival's success is the unstinting and continued support of Wells people and businesses, from sponsorship or advertising to funding events. However, we are finding it more expensive than ever to put on a good show and to ensure as many people as possible are catered for.

Wells Carnival attracts excellent publicity and extensive press and radio coverage in the run up to and during Carnival week. There are lots of ways that local businesses and individuals can contribute to Wells Carnival 2016.

Please note the pricing of many events does not cover the true cost of staging the event which is often considerably more. Businesses may wish to consider joint sponsorship of the costlier events.

- 1 Sponsor a whole event during Carnival week** - If you sponsor an event outright, you will receive full credit in the Carnival programme and in any event publicity we do before and during Carnival week. Please note that sponsorship will be awarded on a first come, first served basis. Please see the enclosed provisional programme and estimated costs.
- 2 Contribute towards an event/carnival expenses** - If you do not wish to sponsor a whole event, we are equally grateful for smaller cash donations. We will have a page in the programme dedicated to supporters of Carnival and a sponsor's board will be prominently displayed in the town.
- 3 Have a link from our website:** www.wellscarnival.co.uk - We are offering a link to your business at a rate of £20 p.a.
- 4 Donate a prize** - If you would prefer to give a prize it will be used in one of the raffles held throughout the week.
- 5 Have programmes to sell to visitors in your shop or premises** - All Wells residents will receive a programme. The remainder are available for visitors to the town at a charge of £1.00 each, to help with running costs of Carnival. A Carnival collection box will be provided for the payments plus donations.
- 6 Take part in Spot the Stranger competition** - You decorate your shop window to include a hard to spot item which you would not otherwise expect to find there. You then display a sticker in your window and are part of the trail competitors follow.
- 7 Sponsor a Carnival 'Caravan'** - You donate a minimum of £5 and a nominated 'caravan' will be added to our display in the Congregational Hall during Carnival week. Donations can be for an individual, loved one or a business.

If you would like to advertise in this year's Carnival programme AND/OR sponsor Wells Carnival (or would like to be involved in any other way), please fill in and return the enclosed form a.s.a.p. OR by May 15th 2017 at the latest. Cheques, made payable to Wells Carnival Ltd., please

Wells Carnival 2017

Your name..... Business name (if applicable).....

Address..... Postcode:

Phone number..... Email address.....

I/We would like to Support Wells Carnival 2017 by:

(Please tick ALL the boxes you are interested in.)

- Sponsoring an event outright
- Contributing towards an event/carnival expenses
- Link from the Carnival website @ £20 per annum. Email details to me at:
.....
- Donating a prize to be used in one of the raffles
- Selling programmes in my shop/premises with a collection box
- Taking part in Spot the Stranger
- Sponsor a Wells Carnival 'Caravan' (min. £5). Name of nominee:
- Alternative suggestion: please give details:
-

I/We would like the following size advert in the Wells Carnival 2017 programme:

- Inside front cover L or R (colour) @ £250
- Centre pages L or R (colour) @ £230
- Inside back cover (colour) @ £220
- Whole page (colour) @ £220
- Half page (colour) @ £140
- Quarter page (colour) @ £90
- Eighth page (colour) @ £60
- A whole page (non-colour) @ £150
- A half page (non-colour) @ 110
- A quarter of a page (non-colour) @ £70
- An eighth of a page (non-colour) @ £40
- I would like a simple text only advert designed and made up at no extra charge. Please contact me.
- I would like an advert designed for my business. Please contact me.
- I would like to repeat last year's advert
- I am interested in a link to my website from the Wells Carnival website @ £20 per annum

Please return your completed form & cheque (payable to Wells Carnival Ltd.,) by 15th May 2017 to:
Shirley Golding, 64 Staithe St, Wells-next-the-Sea, NR23 1AQ t: 07990 720887

email: wellscarnival@live.co.uk

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WELLS CARNIVAL PROGRAMME 2017 *PROVISIONAL* LISTING

Please note, this list is NOT complete. Events not requiring sponsorship may have been left off and others may be added at a later date. The prices below, in some cases, reflect help towards the staging of an event and not the true cost of the event.

Businesses may wish to consider joint sponsorships of some of the costlier events (please talk to us)

DATE	EVENT	TIMINGS	PLACE	COST
Fri 28 Jul	Vegas Night (with Elvis tribute)	Evening	Carnival Marquee	£ 500
Sat 29 Jul	Raft Race	Morning	Quayside	£ 250
	Bruno Mars Tribute+ support (live music)	Evening	The Buttlands	£1000/refer
Sun 30 Jul	Carnival Fete Day "Back to the Fuchsia"	From Midday	Beach Road Playing Field	
	Bunnies from Hell-Morris Dancers			£ 200
	Lovely Bugs- Aerial dance on 6m dome & giant spider's web			£ 600
	Tug of War competition			£ 50
	Children's entertainer			£ 150
	Competition prizes/cups etc.			£ 75
	Hussyband - Live Music	Evening	Beach Road Playing Field	£1000/refer
Mon 31 Jul	Painting Competition	All Day	Congregational Hall Carnival	£ 150
	Themed Music & Movement classes	Morning	Marquee	£ 150
	Theatrical Makeup Workshops	Morning	The Buttlands	£ 125
	"Pirates" Children's Party	Afternoon	The Buttlands	£ 275
	Foam Party + Disco Ages 10—18	Evening	Beach Road Playing Field	£ 300
	Adult Story Telling + cheese & wine	Evening	The Buttlands	£ 250
Tues 1 Aug	Food & Craft Fair inc. entertainments	All Day	The Buttlands	£ 750
	Gospel,Soul Singing Workshop	Morning	Congregational Church	£ 125
	Mad Science Workshops	All Day	Carnival Marquee	£ 350
	Mexican Party with Beato Burrito	Evening	Carnival Marquee	£ 500
Wed 2 Aug	Sports Day	From 11am	Recreation Field	£ 200
	Craft Workshop I	Morning	Carnival Marquee	£ 125
	Gillying Comp	Afternoon	Quayside	£ 100
	Pinewoods Party (Beach Café area) with Oktoberfest Party Band (live music)	Evening	Picnic area outside Beach Café	£ 750
Thurs 3 Aug	Craft Workshop II	Morning	Carnival Marquee	£ 125
	Teddy Bear's Picnic	Afternoon	The Pinewoods	£ 150
	Sandcastle Competition	Afternoon	Wells Beach	£ 150
	Competitive & Fun Run	Evening	Start Beach Cafe	£ 150
	Open Air Cinema "Bugsy Malone" + live music	Evening	The Buttlands	£1000/refer
Fri 4 Aug	Bush Craft	Morning	Off Freeman Street	£ 150
	Tea at Tiffanys	Afternoon	Carnival Marquee	£ 400
	The Wildboys—80's night + support	Evening	The Buttlands	£1000/refer
Sat 5 Aug	Carnival Day inc. Arco Iris Samba Band, Thundermental, + Children's Entertainers etc	All day	The Buttlands	£1000/refer
	Carnival Day Prizes			£ 500
	Dire Straits UK + Diamond Dolly (support)	Evening	The Buttlands	£1000/refer
Sun 6 Aug	Classical Tea Party	Afternoon	The Buttlands	£ 600

OTHER ITEMS/EVENTS REQUIRING SPONSORSHIP

Carnival Queen Attendant 1	£ 80	Flower arrangements for The Royals	£100	History Walks The	£ 75
Carnival Queen Attendant 2	£ 80	Tiara's for Queen/Attendants	£ 50	Rambling Quiz	£ 50
Carnival Junior Attendant x 2	£ 80	Spot The Stranger	£ 50	Waste Disposal (contribution)	£500
Carnival Junior Attendant x 2	£ 80	JuniorTown Crier Competition	£ 75	Toilets (contribution)	£500

Any financial help towards Carnivals running costs e.g. admin, insurance, First Aid (St. John's), sound & lighting, equipment, training, storage etc. would be most gratefully received. The Carnival Committee is an entirely voluntary group. We very much appreciate businesses who support Carnival by advertising in the Carnival Programme. This enables us to produce a full and informative guide to Carnival and any excess monies go towards our running costs.

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