



**Chair: Patrick Weston, Potters Farm, Crabbe Road, Wighton, NR23 1PN - tel): 07771 874997  
To discuss sponsorship please call Shirley: 07990720887 - or email: wellscarnival@live.co.uk**

**Wells Carnival Week - Fri 2nd August to Sun 11th August 2024 incl. + Raft Race Sat 27th July**

Dear All,

The Carnival Crew have been working tirelessly away since last August on Carnival '24. We never come to the end of our "to do" list! As you will imagine, it takes 1000's of hours to plan and prepare for a week-long carnival that has grown to become a top, award winning, summer attraction in North Norfolk with people travelling from all over the UK, as well as the local population who love it. The Carnival has been running for more than 100 years and we acknowledge all the tremendous work done by the very many people before us. It is not just the committee but all our helpers, supporters, sponsors & advertisers who make it all possible.

We have a provisional programme now for this summer which we are sure will have something for everyone. In order for this to happen, we work closely with the councils, emergency services and St John to provide a safe environment for the public, to be entertained and have fun. We also work closely with various venues to provide a wide-ranging programme of activities and entertainment around the town. Whilst many events will be centred on The Buttlands and in the Carnival Marquee, we will also be using The Maltings, The Beach Café, The Beach Road Recreation Field and The Quayside amongst others.

Carnival gives a wonderful opportunity for local groups and community projects to publicise themselves and raise much needed funds and we actively encourage this. We estimate individual local groups & charities raised well in excess of £5000 during the week. In addition, the parade bucket collection on Carnival Day plus additional funds added by the Carnival Committee together with grants totalling £7000 from The Holkham Charitable Foundation are shared at our AGM in October. Last year 29 organisations benefited from a total of £14650.

In 2023 we estimate 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 & Wells Times, local glossy magazines, the superb Quay magazine & 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 who come in the summer book to return at other times of the year.

### **"Please help and support Wells Carnival 2024!"**

The committee work hard throughout the year, sorting, repairing & constructing, along with fundraising outside of Carnival week and once again supported Christmas Tide, which was a tremendous success. In addition to spending the week organising and running the programme, we also sell merchandise, run tea tents, bucket rattle, arrange raffles etc. but even with the pitch fees from stall bookings going to help fund Carnival there is still a tremendous shortfall – so once again we are asking for your help.

We obviously greatly appreciate the sponsorship by local businesses, families and individuals who help fund specific 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, we would love to hear from you.

We would appreciate forms to be returned at your earliest convenience, but no later than 10th May 2024, to help with the smooth running of the Carnival. Please ensure payment is made with advertising requests and 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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