

Wells CARNIVAL

WELLS-NEXT-THE-SEA WWW.WELLSCARNIVAL.CO.UK

Chair: Patrick Weston, Potters Farm, Crabbe Road, Wighton, NR23 1PN • 07771 874997
To discuss sponsorship please call Shirley Golding: 07990 720887 • email: wellscarnival@live.co.uk

Please help and support Wells Carnival 2025! Friday 1st August to Sunday 10th August 2025 inclusive

Wells Carnival is an award winning summer attraction. People travel to Wells from all over the UK to join with the local population – everyone loves Carnival! Our helpers, supporters, sponsors, advertisers and committee members all make it possible.

Carnival is a wonderful opportunity for local groups and community projects to publicise themselves and raise funds and we actively encourage this. Local groups and charities have raised more than £5000 during the week.

In addition, the parade bucket collection on Carnival Day, plus additional funds from the Carnival committee, together with generous grants from The Holkham Charitable Foundation, are shared at our AGM in October. Last year 35 organisations benefited from a share of £15,850.

Our visitor numbers are well over 25,000 people during the week, making it an ideal opportunity to promote your business, as well as support us. Extensive coverage is always given by the *EDP*, *Fakenham & Wells Times*, local life-style magazines, *The Quay* magazine and TV and 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.

Staging such an ambitious event costs £1000s! Despite our hard work to fundraise as much as we can there is



still a tremendous shortfall in the money we have – so once again we are asking for your help.

We greatly appreciate 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 giving just a few pounds to becoming a major sponsor, giving £1000 and above.

- 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
- Donate a raffle prize

Every donation helps. We also welcome any other suggestions!

We would appreciate forms to be returned at your earliest convenience, **but no later than 10 May**, 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
Carnival Chair

Programme Advertising 2025

Every house and business in Wells and the surrounding district receives a free programme. Additional copies can be bought at £1 each.

Advertising in the programme shows your support and presents your business to residents and visitors. It's the perfect way to reach holidaymakers.

We can make up a simple advert at no extra charge – if you would like this service, please tick the box on the order

form and we'll contact you for the words and images you want to use.

If you are a new advertiser, or a repeat advertiser who wants a new ad, please send words and pictures you want to appear in your advert to: **natsoap@icloud.com**

Please note we cannot accept anything in Microsoft Publisher. Please email **natsoap@icloud.com** if you need more help.

Colour adverts

Position	Size (width x height in mm)	Price
Inside front cover	154mm x 216mm (inc. bleed)	£275
Facing inside front cover	128mm x 190mm	£275
Centre Left or Centre Right	128mm x 190mm	£265
Inside back cover L or R	128mm x 190mm	£250
Whole page	128mm x 190mm	£250
1/2 page vertical/horizontal	63mm x 190mm or 128mm x 94mm	£150
1/4 page vertical or horizontal	63mm x 94mm or 128mm x 46mm	£100
1/8 page	63mm x 46mm	£ 60

Monochrome ads with spot colour

Position	Size (width x height in mm)	Price
1/2 page vertical/horizontal	63mm x 190mm or 128mm x 94mm	£120
1/4 page vertical/horizontal	63mm x 94mm or 128mm x 46mm	£ 70
1/8 page	63mm x 46mm	£ 40

To book your advert space, please complete the enclosed form. You can do it on line by completing the relevant parts, saving it and then emailing it back as an attachment to wellscarnival@live.co.uk or fill in the paper version and return it by post or by hand to

Shirley Golding, 64 Staithe Street, Wells, NR23 1AQ • 07990 720887

You must pay for your space when you book – BACS payments should be made to Wells Carnival Ltd, sort code: 20-30-81, account number 03838226

Our deadline for advert bookings is 10 May. Please ensure your payment can be identified



Carnival Sponsorship 2025

- **Sponsor a whole event** – and you will receive full credit in the 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.

- **Contribute towards an event and /or carnival expenses** – we are also grateful for smaller cash donations. A page in the programme is dedicated to supporters of Carnival, your information appears on our website and sponsors are prominently displayed on our programme boards.

- **Donate £250+** – your business is promoted on Wells Carnival social media.

- **Have a link from our website** – link to your business for just £30 a year.

- **Donate a prize** – it will be used in one of the raffles held throughout the week.

- **Stock programmes** to sell to visitors in your shop or premises for £1 each. A Carnival collection box will be provided for the payments plus donations.

- **Take part** in **Spot the Stranger** and/or **Barry the Beach Hut Hunt** competitions.

Spot the Stranger – decorate your shop window to include a hard-to-spot item which you would not otherwise expect to find there. Display a sticker in your window and are part of the trail followed by those taking part.

Barry the Beach Hut Hunt – we provide you with an image of Barry to be placed where it can be seen from the outside of your premises.

Please note the pricing (see overleaf) of most events does not cover the true, often considerably more, cost of staging the event. Businesses could consider joint sponsorship of the costlier events

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 by **10 May**, at the latest.

Cheques payable to Wells Carnival Ltd, please or by BACS to: Wells Carnival Ltd, sort code: 20-30-81 account number: 03838226 Please ensure your payment can be identified



Wells Carnival programme 2025 • provisional listings

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, help towards the staging of an event and **do not reflect the true cost of that event**. The cost quoted would be the amount that would credit you with sole sponsorship for that event.

Businesses may wish to consider joint sponsorship for costlier events.

Please call Shirley 07990 720887 or Pat 07771 874997 if you wish to discuss sponsorship.

DATE	EVENT	TIMINGS	PLACE	COST
Friday 1 August	Carnival's Glam Rock Night and meal	Evening	Carnival Marquee	£500
Saturday 2 August	Raft Race	Morning tbc	Wells Quay	£400
	Well Being Event	Day	Wells Maltings	£125
	Live music: Miss Disco & support	Evening	The Buttlands	£1000 min
Sunday 3 August	This is Lego	Day	Carnival Marquee	£200
	Craft Workshops	Day	Gordon Barrett Hall	£150
	Fete Day	Day	The Buttlands	£600
	Fakenham Town Band	Day	The Buttlands	£200
	Produce Competition	Day	The Buttlands	£150
	Children's games/races	Day	The Buttlands	£100
	Tug of War	Afternoon	The Buttlands	£150
	Live music: Classic Rock and support	Evening	The Buttlands	£1000 min
Monday 4 August	Creative Art Competition	Day	Carnival Marquee	£175
	Fishy Fun Printing	Morning	Wells Quay	£100
	Drum Workshops	Morning	Gordon Barrett Hall	£100
	The Whale	Day	The Buttlands	£1000
	Children's Party – Pirates	Afternoon	The Buttlands	£250
	Open Air Cinema: Muppet Treasure Island	Evening	The Buttlands	£1000 min
Tuesday 5 August	Munchkin and Me x 3	Day	Carnival Marquee	£150
	Food and Craft Fair	Day	The Buttlands	£450
	Crafts by Creative Planet x 2	Day	Gordon Barrett Hall	£150
	History Talk	Morning	Wells Maltings	£150
	Summer Singing Workshop	Day	Congregational Church	£125
	Gillying Competition	Morning	Wells Quay	N/A
	Craft Workshop	Afternoon	Gordon Barrett Hall	£125
	Blues Brothers evening and meal	Evening	Carnival Marquee	£500
Wednesday 6 August	Children's Painting Competition	Day	Carnival Marquee	£175
	Street Dance Workshop	Morning	Wells Maltings	£150
	Dog Agility Show	Afternoon	The Buttlands	£150
	Teddy Bears' Picnic	Afternoon	The Buttlands	£250
	Dog Show	Afternoon	The Buttlands	N/A
Thursday 7 August	Mad Science x 4	Day	Carnival Marquee	£300
	Circus Workshop	Day	The Buttlands	£300
	Sandcastle Competition	Afternoon	Wells Beach	£175
	Orienteering	Afternoon	Wells Woods	£100
	Photo Trail	Afternoon	Wells Woods	£100
	Run next the Sea	Evening	Wells Beach	£125
	Adult Storytelling	Evening	Carnival Marquee	£400
	Live music: Country and Irish	Evening	The Buttlands	£1000 min
Friday 8 August	FunForce	Day	The Buttlands	£300
	Dayglo Indy Darc	Day	Wells Maltings	£325
	Carnival's Afternoon Tea	Afternoon	Carnival Marquee	£325
	Live music: Queen and support	Evening	The Buttlands	£1000 min
Saturday 9 August	Carnival Day	Day	The Buttlands	£1000 min
	Carnival Day cash prizes	Day	The Buttlands	£500
	Live music: Taylor Swift and Bright Lights	Evening	The Buttlands	£1000 min
Sunday 10 Aug	Classical Event – Picnic tea	Afternoon	The Buttlands	£1000 min

Other items/events needing sponsorship

Carnival Queen	N/A	Junior Town Crier Competition	£150
Carnival King	£225	Spot the Stranger	£125
Carnival senior attendant 1	£125	Barry the Beach Hut – Quiz	£125
Carnival senior attendant 2	£125	Murder Mystery	£125
Carnival junior attendant x2 (yr2)	£120	Photographic Quiz	£125
Carnival junior attendant x2 (yr2)	£120	A Wells Wander – Quiz	£100
Staging for Crowning	£150	Don't ask Mr Google Quiz	£75
Float decoration for transporting Royalty	£300	PJH Sound Systems (contribution)	£750
Bouquets for Carnival Queen and attendants	£150	Portaloos (contribution)	£750
Tiaras for Queen and attendants	£150	First Aid – St John (contribution)	£750
Hair and makeup for Queen and Attendants	£100	Marquees (contribution)	£750

Any general financial help towards our running costs (administration, insurance, equipment, training, storage etc) would be gratefully received and acknowledged on our Thanks Page in the programme.

Wells Carnival is a not for profit organisation and the Carnival Committee is an entirely voluntary group