



Chair: Patrick Weston, Potters Farm, Crabbe Road, Wighton, NR23 1PN • 07771 874997

Sponsorship and/or advertising enquiries: Shirley Golding 07990 720887 email: wellscarnival@live.co.uk

## Please help and support Wells Carnival 2026

Friday 31st July to Sunday 9th August 2026 inclusive

Wells Carnival is an award winning summer attraction. People travel to Wells from all over the UK to join in the fun with the locals – everyone loves Carnival! Our volunteer helpers, supporters, sponsors, advertisers and committee members all make it possible. Our visitor numbers are well over 25,000 people during the week. 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.

### You give, we give!

Any donations we receive go towards staging the ambitious programme of events that run throughout each day and into the evening for the whole ten days of Carnival.

But as well as receiving money, we also give an enormous amount away. All the money we collect during the Carnival parade, plus additional funds from the Carnival Committee and a generous grant from The Holkham Charitable Foundation are shared out to local charities and groups at our AGM each year. Last year 40 local organisations benefited from a share of £17,000 we gave away, providing a lifeline for many local groups. A little known fact is that ALL of the Carnival Crew are unpaid volunteers – none of us takes any payment at all for the hours of work we put in.

### Can you help?

Despite our hard work to fundraise as much as we can during the week and throughout the year there is still a tremendous shortfall in the money we have – so we are asking for your help.

Carnival offers 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. We print 5,500 programmes and we feature in many local guides to the area.

### Donations

There are many ways you can support us. Donations are our lifeblood and we are hugely grateful for every one, whether it is small or large! You could also:

- **Sponsor an event (or part of an event)**
- **Advertise in our programme**
- **Promote your business on our website**
- **Have a donation box at your premises**
- **Sell programmes at your premises**
- **Decorate your premises for Carnival**
- **Donate a raffle prize**

Every single donation helps. We also welcome any other suggestions!

This leaflet contains a form with space for you to indicate how you would like to support us and whether you would like an advert in the programme. Please return your form **no later than 11 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

## Become a Carnival Patron

**We greatly appreciate our past, present and future sponsors of Carnival events and also value very much those who make generous donations, but we also would like to encourage those who are able to make larger donations either by way of a one-off donation in excess of £500 or committing to donate a minimum sum of £500 each year. We have introduced a Patron Scheme and would be delighted if you would consider becoming a Fuchsia Champion.**

**If you would like to be contacted, please tick the box on the reply sheet, leaving your details.**

**Alternatively, please contact Patrick Weston on 07771 874997.**

**We would love to have a chat with you over a cup of coffee.**

# Programme Advertising 2026

Every house and business in Wells and the surrounding district receives a free programme. Additional copies can be bought at £2 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 send the words and images you want to use directly to **natsoap@icloud.com**

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
Back page	154mm x 216mm (inc. bleed)	£300
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

Please return the enclosed/attached reply form by post or by hand by 11 May, to  
**Shirley Golding, 64 Staithe Street, Wells, NR23 1AQ • 07990 720887**

Alternatively, this form is available on our website [www.wellscarnival.co.uk](http://www.wellscarnival.co.uk)  
and can be submitted online.

**Please 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 11 May. Please ensure your payment can be identified**



# Carnival Sponsorship 2026

- **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 £2 each. A Carnival collection box will be provided for the payments plus donations.
- **Take part** in **Spot the Stranger** 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 be 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.

**The pricing (see overleaf) of most events does not cover the true cost of staging the event. It is often considerably more! Businesses could consider joint sponsorship of the costlier events**

Please return the enclosed/attached reply form by post or by hand by 11 May, to

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

Alternatively, this form is available on our website [www.wellscarnival.co.uk](http://www.wellscarnival.co.uk) and can be submitted online.

**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**

## Become a Carnival Patron

See the front page of this leaflet for details



# Wells Carnival programme 2026 • provisional listings

Please note, this is not a complete list of events. Those not requiring sponsorship may have been left off and others may be added at a later date. The prices below, in many cases, help towards the staging of an event and **do not reflect the true cost of that event**. The figure 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.

The cost for Carnival will increase significantly for 2026 and we appreciate all the help businesses and individuals have given in the past and hope you will consider increasing your support or sponsoring for the first time. The Carnival Crew will be working hard to raise funds outside the week to put on Wells Carnival '26.

We are passionate about continuing the legacy of Wells Carnival and hope we can count on your support.

Please call Shirley 07990720887 or Pat 07771874997 if you wish to discuss sponsorship.

DATE	EVENT	TIMINGS	PLACE	SPONSORSHIP
Saturday 25 July	Raft Race	Afternoon	Wells Quay	£400
Friday 31 July	Party Night – Adult School Disco	Evening	Carnival Marquee	£400
Saturday 1 August	Mini (model) Raft Race	Morning tbc	Wells Quay	£250
	Handmade Textile Fair	Day	Gordon Barrett Hall	£150
	Live music – Bon Giovi (tribute) + support	Evening	The Buttlands	£1000 min/refer
Sunday 2 August	This is Lego – competition + exhibition	Day	Carnival Marquee	£200
	Craft Workshops x two sessions	Day	Gordon Barrett Hall	£200
	Fete Day – events and entertainment (whole or part thereof – see below)	Day	The Buttlands	£600
	Fete Day Fakenham Town Band	Day	The Buttlands	£250
	Fete Day Produce Competition	Day	The Buttlands	£150
	Fete Day Children's games/races	Day	The Buttlands	£100
	Fete Day Tug of War	Afternoon	The Buttlands	£150
	Live music – Women in Rock + support	Evening	The Buttlands	£1000 min/refer
Monday 3 August	Creative Art Competition (11 to 18s & adults)	Day	Carnival Marquee	£175
	Children's Party <i>Paddington</i> theme	Afternoon	The Buttlands	£400
	Children's Open Air Disco	Afternoon	The Buttlands	£100
	Open Air Cinema <i>Paddington</i> + live support	Evening	The Buttlands	£1000 min/refer
Tuesday 4 August	Little City x three sessions	Day	Gordon Barrett Hall	£250
	Craft Workshops x two sessions	Day	Carnival Marquee	£200
	Food & Craft Fair including entertainment	Day	The Buttlands	£450
	History Talk	Morning	Wells Maltings	£175
	Summer Singing Workshop	Day	Congregational church	£175
	Gillying Competition	Afternoon	Wells Quay	N/A
	Elton by Candlelight + meal	Evening	Carnival Marquee	£500
Wednesday 5 August	Children's Painting Competition	Day	Carnival Marquee	£250
	Fishy Fun Printing	Morning	Carnival Marquee	£125
	Street Dance Workshop	Morning	Wells Maltings	£175
	Dog Agility Show	Afternoon	The Buttlands	£175
	Teddy Bears Picnic	Afternoon	The Buttlands	£250
	Dog Show	Afternoon	The Buttlands	N/A
Thursday 6 August	Planetarium x ten sessions	Day	Carnival Marquee	£350
	History Talk	Morning	Wells Maltings	£175
	Circus Workshop	Day	The Buttlands	£300
	Vintage Games on the Green	Day	The Buttlands	£150
	Sandcastle Competition	Afternoon	Wells Beach	N/A
	Run next the Sea – competitive & fun run	Evening	Wells Beach	N/A
	Live music – Cedar Creek – Modern Country	Evening	The Buttlands	£1000 min/refer
Friday 7 August	FunForce – Children's games/entertainment	Day	The Buttlands	£300
	Dayglo Indy Darc	Day	Wells Maltings	£325
	Carnival's Afternoon Tea – pianist + speaker	Afternoon	Carnival Marquee	£350
	Live music – KPOP live/Big Boyband Reunion	Evening	The Buttlands	£1000 min/refer
Saturday 8 August	Carnival Day incl. entertainment – Pop Brass, Tiny Circus, Inspire, Thundermental etc.	Day	The Buttlands	£1000 min/refer
	Cash prizes for fancy dress/vehicles	Day	The Buttlands	£500
	Live music – Fake Tan Party Band/Chappell Roan	Evening	The Buttlands	£1000 min/refer
Sunday 9 August	Classical Event – Picnic tea	Afternoon	The Buttlands	£1000 min/refer

## Other items/events requiring sponsorship

Carnival Queen	N/A	Junior Town Crier Competition	£150
Carnival King	£225	A Wells Wander – Quiz	£100
Carnival senior attendant 1	£125	Don't ask Mr Google Quiz	£75
Carnival senior attendant 2	£125	Spot the Stranger	£125
Carnival Junior attendant x2 (yr2)	£120	Barry the Beach Hut – Quiz	£125
Carnival Junior attendant x2 (yr2)	£120	Photographic Quiz	£125
Float for Transporting Royalty on Carnival Day	£300	Walking Mystery Quiz	£125
Tiaras for Queen and Attendants	£150	Saturn AV (contribution)	£refer
Bouquets for Carnival Queen and Attendants	£200	Marquees (contribution)	£refer
Hair and makeup for Queen and Attendants	£100	Waste disposal	£refer
		Portaloos (contribution)	£refer
Patron	minimum £500	First Aid	£refer

Any general financial help towards our ever-increasing running costs e.g. administration, insurance, equipment, training, storage etc. would be most gratefully received and acknowledged on our "thanks page" in the programme.

Please consider becoming a Patron (with an annual standing order).

**Wells Carnival is a 'not for profit' organisation and The Carnival Committee is an entirely voluntary group**