

SPONSORSHIP OPPORTUNITIES

Ulverston Dickensian Festival

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LA127AY

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*A wonderful
and memorable*

*day out for
all the family!*



Sponsorship packages are bespoke but can include the following examples to suit your needs and budget–

- Year-round promotion for main sponsor on our website home page
- Year-round promotion for main sponsor on our social media pages
- Promotion in free event leaflet
- Promotional banners at stages over the weekend
- Inclusion on signage
- Sponsorship of Mulled Wine stalls
- Facebook adverts
- Feature on website
- Pitch to advertise your business
- Take part in judging
- Naming of sponsors on PA system during event

Ulverston Dickensian Festival

The Ulverston Dickensian Christmas Festival is managed and operated by an independent local committee of unpaid volunteers on a non-profit making basis; it is funded by fund raising efforts throughout the year, sponsorship and income from stalls and mulled wine sales of the previous year. Founded in 2000 the festival has grown over the past 22 years and has established itself as one of the busiest and most popular Dickensian festivals in the country. Customers enjoy the festive atmosphere and the quality and variety of products on offer. Ulverston is a beautiful historic market town with cobbled streets situated in a spectacular location on the edge of the Lake District. Ulverston is a beautiful historic market town with cobbled streets situated in a spectacular location on the edge of the Lake District.

Marketing and Publicity

The event is widely advertised to ensure we consistently attract high visitor numbers. In 2016 around 30,000 people are estimated to have attended the festival, with this continuing to grow and adding approx. £3 million to the local economy each year.

The event is promoted each year via leaflets distributed around the Country at key sites, tourism companies and locally through businesses and hospitality.

Our website is producing feedback daily from trader interest and visitors and 7000 people follow our Facebook page.

Media Coverage

Regional Television channels regularly cover the event, along with hitting Japanese news in 2017. Local radio stations update listeners in the run up to the event and feature over the weekend and regular full colour coverage features in local press.

Sponsorship packages available

*Main Event Sponsor
£5000*

*Partner
£150-£1000*

Main event sponsors benefit from the opportunities listed, with an additional inclusion as main sponsor on our press releases and posters. As a partner we can offer bespoke packages from the list to suit your budget and requirements.

Please contact us for further details via our website, facebook page or email michelle@pure-fashion.co.uk