

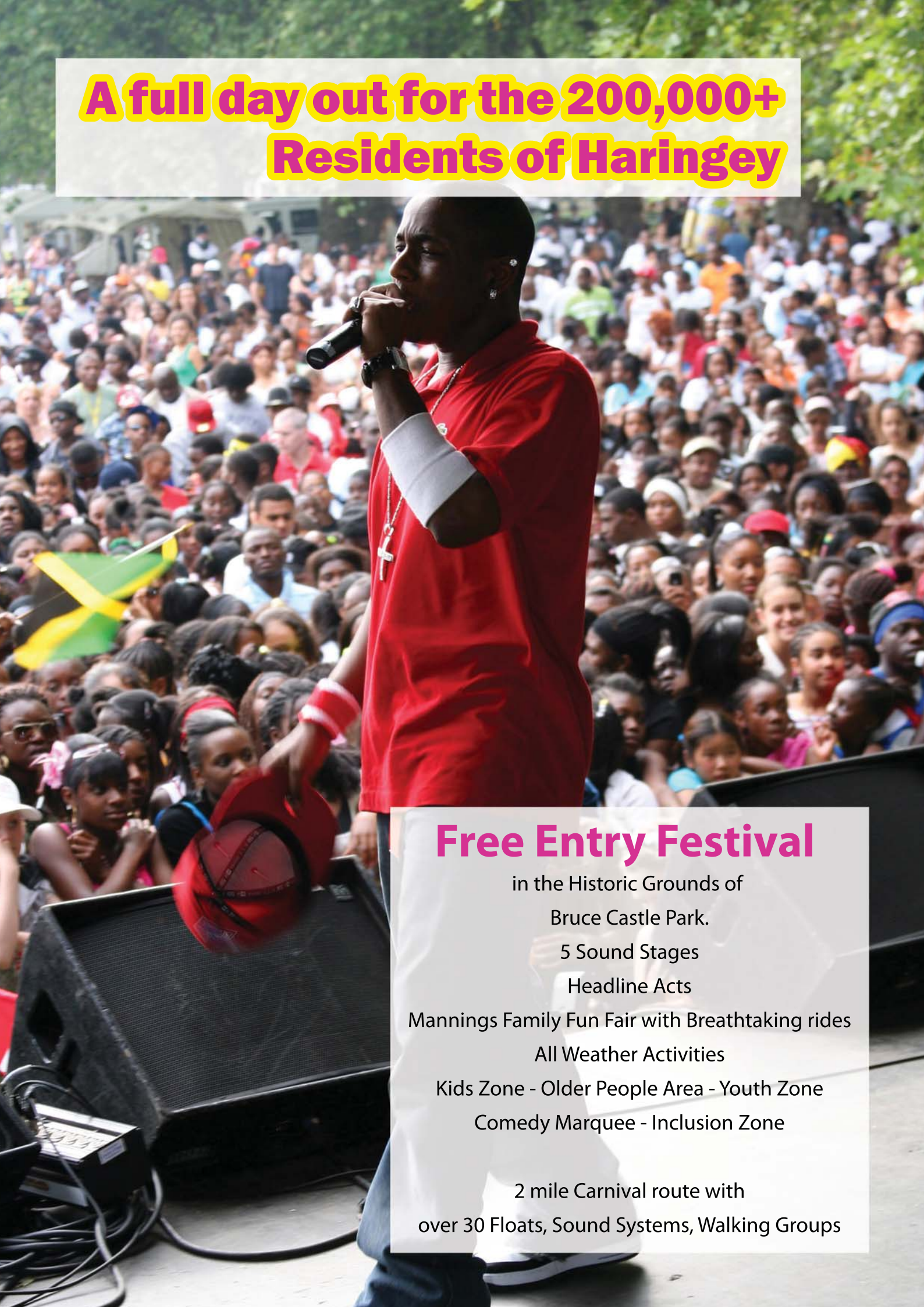


Sponsor's Pack - Saturday 23rd June 2012



Tottenham Community Festival & Carnival
Registered Charity: 1124324

www.tottenhamcarnival.co.uk

A man in a red polo shirt is performing on stage, holding a microphone to his mouth. He is wearing a white wristband and a red hat. Behind him is a large, diverse crowd of people, many of whom are looking towards the stage. A Jamaican flag is visible in the crowd. The background shows trees and a clear sky.

**A full day out for the 200,000+
Residents of Haringey**

Free Entry Festival

in the Historic Grounds of
Bruce Castle Park.

5 Sound Stages

Headline Acts

Mannings Family Fun Fair with Breathtaking rides

All Weather Activities

Kids Zone - Older People Area - Youth Zone

Comedy Marquee - Inclusion Zone

2 mile Carnival route with
over 30 Floats, Sound Systems, Walking Groups

Be a part of the fastest growing Carnival & Festival in North London

On Saturday the 23rd June, We are offering you the opportunity to promote yourselves and your organisation through the media of Festival & Carnival. Last year we celebrated our 14th year with an estimated attendance in excess of 60,000.

The event offers fantastic marketing opportunities; Why not Sponsor a float or submit a vehicle on the Carnival Parade? Alternatively, come and join us at Bruce Castle Park for the festival event where, for a small fee, your company/organisation can book a space/marquee to promote your business. Why not take part in both events to fully maximise your profile?

The opportunities are endless to promote your business.

WE CAN OFFER - A dedicated space in the NEW Business Village.

WE CAN OFFER - A diverse market across all age groups.

WE CAN OFFER - The opportunity to promote your business on a 2 mile carnival parade through the heart of the Borough.



About the Tottenham Carnival & Festival



The Tottenham carnival has a long history dating back to the late 19th century. The Tottenham Community Festival and Carnival of today is now entering its 16th year in its most recent form, blossoming from its humble beginnings as a small festival in mid-summer for local people in Bruce Castle Park. In 2000 the Parade from Tottenham Town Hall to the Park gave us the re-birth of the earlier Carnival Parade (with an added Caribbean flavour) in Tottenham.

In 2007 we branched out yet again into our second annual activity the 'Winter Wonderland' a carnival parade through Tottenham in December, culminating in a concert at Tottenham Green.

In the summer of 2008 the Tottenham Community Festival and Carnival successfully achieved becoming a registered charity.

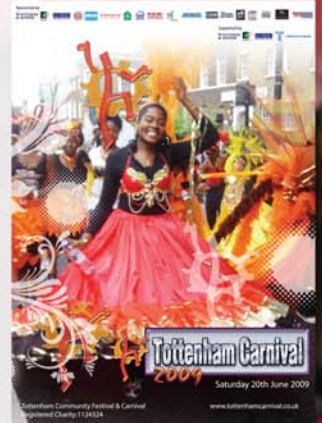
Tottenham is on the up again, back in business, and a place to be rightfully proud of.

Tottenham Community Festival and Carnival Trustees

As a Sponsor you will receive the following sponsorship opportunities

You can benefit from:

- 6ft x 3ft banners about the CARNIVAL & FESTIVAL on lamp posts along the route of the parade.
- The circulation of full colour carnival programmes in shops, libraries, council offices etc. throughout the borough.
- 30,000 A5 full colour flyers distributed across the borough.
- Articles in the Regional and National Press as well as local radio and TV coverage.
- 1000 A1 year planner's distributed to local authority offices & key local businesses.



Other benefits

- Increase your sales volume
- Attract a broader marketplace for your products
- Get your brand advertised at a major street and park event attended by 60,000+ people and covered in local and national media
- Create and re-inforce links with the community
- Up to 12 months worth of media exposure through local advertising, feature copy and inclusion on a link to our website



CARNIVAL



Pictures: TONY GAY

FEVER!

Thousands pack out the streets for a party in the sun



For lots more photos, go to www.tottenhamjournal.co.uk

Carnival celebrates wonderful diversity



CARNIVAL PARADE ROUTE
 The parade starts at 11am on Saturday at the Tottenham Community Centre and goes on to the following locations:
 11am - Tottenham Community Centre
 12pm - Tottenham Community Centre
 1pm - Tottenham Community Centre
 2pm - Tottenham Community Centre
 3pm - Tottenham Community Centre
 4pm - Tottenham Community Centre
 5pm - Tottenham Community Centre
 6pm - Tottenham Community Centre
 7pm - Tottenham Community Centre
 8pm - Tottenham Community Centre
 9pm - Tottenham Community Centre
 10pm - Tottenham Community Centre
 11pm - Tottenham Community Centre
 12am - Tottenham Community Centre

Tottenham Carnival 2005
PROGRAMME
 11am - Tottenham Community Centre
 12pm - Tottenham Community Centre
 1pm - Tottenham Community Centre
 2pm - Tottenham Community Centre
 3pm - Tottenham Community Centre
 4pm - Tottenham Community Centre
 5pm - Tottenham Community Centre
 6pm - Tottenham Community Centre
 7pm - Tottenham Community Centre
 8pm - Tottenham Community Centre
 9pm - Tottenham Community Centre
 10pm - Tottenham Community Centre
 11pm - Tottenham Community Centre
 12am - Tottenham Community Centre



Magic is in the air at Winter Wonderland

WIN A YEAR'S FREE HEALTH CLUB MEMBERSHIP

CARNIVAL BOOST BY LEMAR



LEMAR, coming home to open Tottenham Carnival

Star will be the No.1 attraction at party in the park
 By ALISON CAMPBELL
 SOUL superstar Lemar is to officially open the Tottenham Carnival this year. The singer will be the first to arrive at the event, which is held in White City Park on Saturday, June 25.
 As a comp for carnival, reggae artist Wyclef Jean has agreed to perform at the event. He will be the first to arrive at the event, which is held in White City Park on Saturday, June 25.
 Lemar has always wanted to be the first to arrive at the event, which is held in White City Park on Saturday, June 25. He will be the first to arrive at the event, which is held in White City Park on Saturday, June 25.
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What a day for a party!



Rain can't dampen



CARNIVAL PROMISES FANTASTIC DAY OUT FOR ALL!



What a day for a party!



Route and Park Layout

11:00am:

Carnival Procession departs from
EADE ROAD N15

12 Noon:

Bruce Castle Park Opens

1:00pm:

The Procession arrives at
BRUCE CASTLE PARK N17

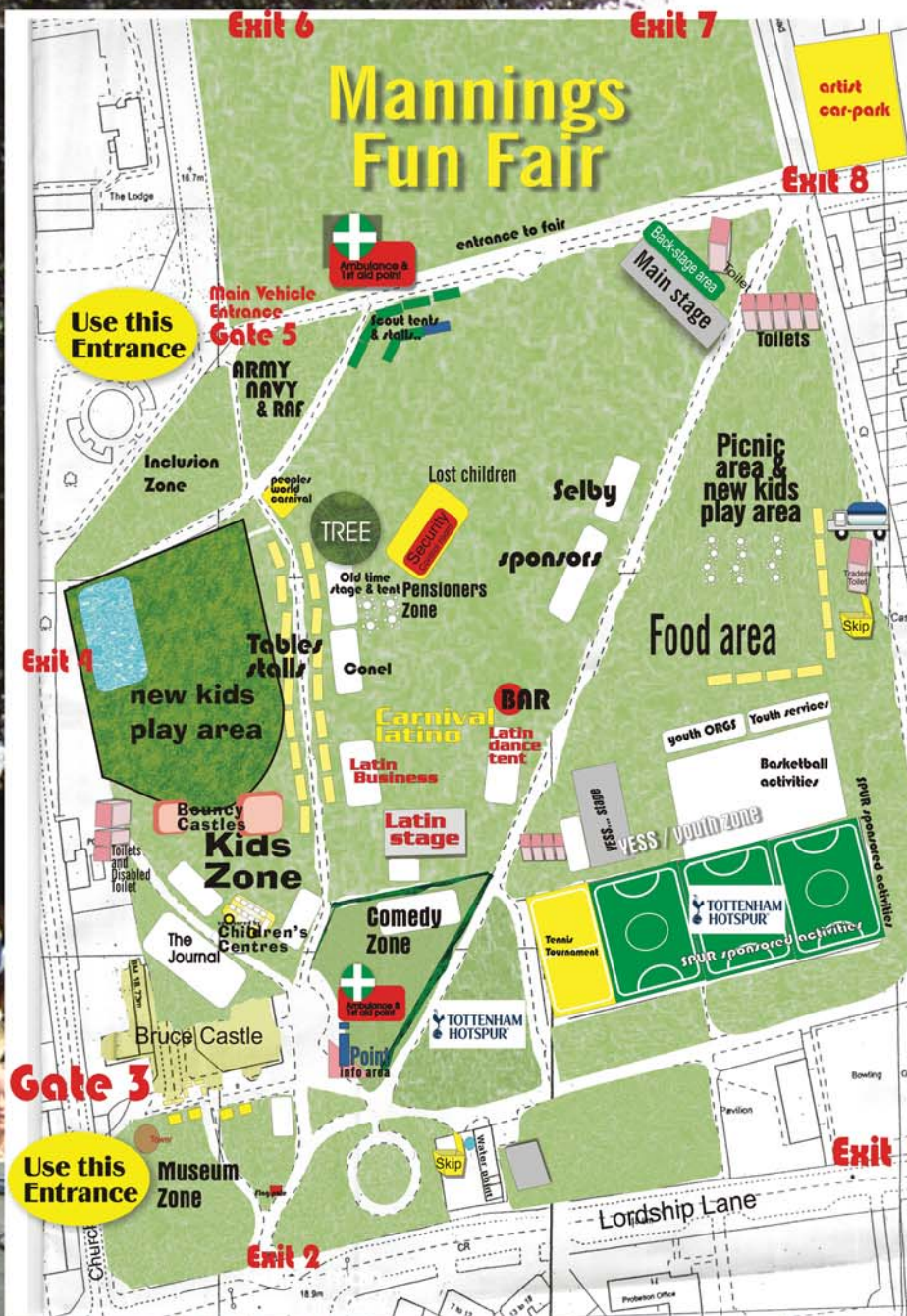
Fun Fair opens - Main Stage opens

6:00pm:

All stages close except Main Sage

7:00pm:

Event Close



Food Area: Location subject to change



We invite you to sign up as

SILVER SPONSORS

£5,000 gives you the following:

- 🚩 Your company logo on all promotional material
- 🚩 A full page advert in the Carnival programme
- 🚩 A 3m x 3m marquee space with tables and chairs located in the Business Village at the festival site in Bruce Castle Park
- 🚩 One side of 10,000 A6 f/c flyers distributed on the Carnival route and at the festival site in Bruce Castle Park.



BRONZE SPONSORS

£2,000 gives you the following:

- 🚩 Your company Logo on all promotional material
- 🚩 A 1/2 page advert in the Carnival Programme
- 🚩 One side of 2000 A6 f/c flyers distributed on the Carnival route and at the Festival site in Bruce Castle Park.
- 🚩 An allocated 3m x 3m space (marquee and furniture not included) at the festival site in Bruce Castle Park



We invite you to sign up as

GOLD SPONSORS

£10,000 you get the following:

-  Your company banner located on the Main Stage
-  Your Company logo on all promotional material
-  A full page advert in the Carnival programme
-  A lead Float in the Carnival procession, which includes;
 - A Public Address System and generator
 - Fully Insured Driver
 - DJ (if required)
 - 2 x 20ft banners with your company logo for sides of float
-  A 3m x 3m marquee space with tables and chairs located in the Business Village at the festival site in Bruce Castle Park
-  One side of 10,000 A6, f/c flyers, distributed on the Carnival route and at the festival site in Bruce Castle Park



We invite you to sign up as

CARNIVAL PARADE GOLD SPONSOR

£12,000 you get the following:

- ✚ Your Company Logo displayed on the front of ALL of the floats on the Carnival parade.
- ✚ Your Company logo displayed on the back of carnival steward t-shirts.
- ✚ Distribution of your promotional material on the carnival route.*
- ✚ Your company logo on all promotional material
- ✚ A full page advert in the Carnival Programme
- ✚ A 3m x 3m marquee including tables and chairs, located in the business Village at the festival site in Bruce Castle Park.
- ✚ A lead Float in the Carnival procession, which includes;
 - A Public Address System and generator
 - Fully Insured Driver
 - DJ (if required)

*Subject to agreement with Licensing Authority.



Sponsorship Opportunities At The Festival Site In Bruce Castle Park

LATIN STAGE SPONSORSHIP £7,500 you get the following:

- ✚ Prime banner position on the Latin Stage of your company logo & in the dance marquee.
- ✚ Your company name as 'Latin Stage Sponsor' announced at regular intervals throughout the programme.
- ✚ Press / Radio coverage & advertising with the Latin press targetting the Latin Community.
- ✚ Distribution of your promotional merchandise throughout the day.
- ✚ Full page advert in the Carnival brochure.
- ✚ Your company logo on all promotional material.



Sponsorship Opportunities At The Festival Site In Bruce Castle Park

SPONSOR A **CARNIVAL FLOAT** £2,000 you get the following:

A great opportunity to promote your business and to show your support for a local community organisation, group or school.

Gives you the following;

-  A Float in the Carnival procession, which includes;
A Public Address System and generator
Fully Insured Driver
DJ (if required)Your company logo on all promotional material.
-  2 x 20ft banners, displaying your company logo on both sides of the float.
-  A half page advert in the Carnival brochure.



BUSINESS VILLAGE MARQUEES £400 you get the following:

Booking a marquee in the Business Village is and ideal opportunity to promote your business or product.

£400 gives you the following;

A 3m x 3m marquee including tables and chairs (power not included)





Saturday 23rd June 2012

Sponsorship Opportunities At The Festival Site In Bruce Castle Park

COMEDY STAGE SPONSORSHIP

£5,000 you get the following:

The newest addition to the festival programme, the 'Laugh In Beer Tent' in 2008 featured Edinburgh Festival Award winning comedians and up and coming performers.

- Prime banner position on the Main Marquee of your company logo.
- Your company name as 'Comedy Stage Sponsor' announced at regular intervals throughout the programme.
- Distribution of your promotional merchandise throughout the day.
- Full page advert in the Carnival brochure.
- Your company logo on all promotional material.

YOUTH ZONE SPONSORSHIP

£7,500 you get the following:

If your business is targeted towards the Youth Market, this is the zone for you. The area includes;

- A 50ft x 20ft marquee with power hosting, local youth focused training careers and creative industry organisations.
- Sports competitions throughout the day

Gives you the following

- Prime banner position in the Main Marquee of your company logo.
- Distribution of your promotional merchandise throughout the day.
- Full page advert in the Carnival brochure.
- Your company logo on all promotional material.

Sponsorship Opportunities At The Festival Site In Bruce Castle Park

MAIN STAGE SPONSORSHIP £10,000 you get the following:

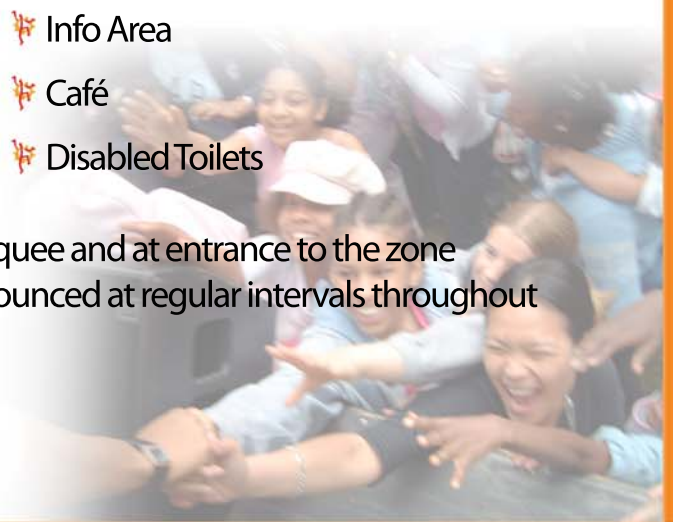
- ✚ Prime banner position on the top of MAIN STAGE plus company logo on side panels
- ✚ Your company name as 'Main Stage Sponsor' announced at regular intervals throughout the programme.
- ✚ A representative from your company will be invited to speak at the official opening ceremony alongside distinguished guests.
- ✚ Distribution of your promotional merchandise throughout the day.
- ✚ Full page advert in the Carnival brochure.
- ✚ Your company logo on all promotional material.



INCLUSION ZONE SPONSORSHIP £7,500 you get the following:

A fully accessible space with special walkways for wheelchair users, the area also includes;

- | | |
|------------------------------------|--------------------|
| ✚ A marquee based Live Music stage | ✚ Info Area |
| ✚ Arts and crafts Marquee | ✚ Café |
| ✚ Sports Marquee | ✚ Disabled Toilets |
- ✚ Your Company banner located in the live music marquee and at entrance to the zone
 - ✚ Your company name as 'Inclusion Zone' sponsor announced at regular intervals throughout the day.
 - ✚ Full page advert in the carnival programme
 - ✚ Your company logo on all promotional material

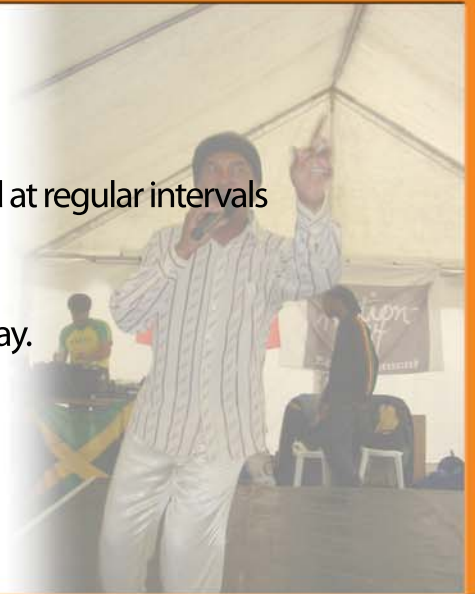


Sponsorship Opportunities At The Festival Site In Bruce Castle Park

OLDER PEOPLE ZONE SPONSORSHIP

£5,000 you get the following:

- 🚩 Prime banner position on the Marquee of your company logo.
- 🚩 Your company name as 'Older People Zone Sponsor' announced at regular intervals throughout the programme.
- 🚩 Distribution of your promotional merchandise throughout the day.
- 🚩 1/2 page advert in the Carnival brochure.
- 🚩 Your company logo on all promotional material.



KIDS ZONE SPONSORSHIP

£6,000 you get the following:

- 🚩 Prime banner position on the Main Marquee of your company logo.
- 🚩 Your company name as 'Kids Zone Sponsor' announced at regular intervals throughout the programme.
- 🚩 Distribution of your promotional merchandise throughout the day.
- 🚩 Full page advert in the Carnival brochure.
- 🚩 Your company logo on all promotional material.





Saturday 23rd June 2012

SPONSORSHIP APPLICATION FORM

Please complete this form if you would like to become a Sponsor for the Tottenham Carnival which will be taking place on **Saturday 23rd June 2012** at Bruce Castle Park. Please tick as appropriate

- ☐ I/We would like to become a BRONZE sponsor
- ☐ I/We would like to become a SILVER sponsor
- ☐ I/We would like to become a GOLD sponsor

- ☐ I/We would like to become THE CARNIVAL PARADE GOLD sponsor
- ☐ I/We would like to Sponsor A CARNIVAL FLOAT
- ☐ I/We would like to Sponsor THE MAIN STAGE
- ☐ I/We would like to Sponsor THE LATIN STAGE
- ☐ I/We would like to Sponsor THE YOUTH ZONE
- ☐ I/We would like to Sponsor THE COMEDY STAGE
- ☐ I/We would like to Sponsor THE KIDS ZONE
- ☐ I/We would like to Sponsor THE OLDER PEOPLE ZONE
- ☐ I/We would like to Sponsor INCLUSION ZONE
- ☐ I/We would like a Marquee in the BUSINESS VILLAGE

Contact:

Tel:

Company:

Address:

Post Code:

E-mail:

Signature:

Artwork to be sent to
artwork@tottenhamcarnival.co.uk
(minimum resolution 300dpi in either
JPEG, PDF Format)

Cheque's made payable to: Tottenham Community Festival. Please send cheque and completed form to Tottenham Carnival, P.O. BOX 51420, LONDON, N17 6ZE - info@tottenhamcarnival.co.uk



Saturday 23rd June 2012

CARNIVAL COSTUME PARADE APPLICATION FORM

I wish to participate in the Tottenham Carnival Costume Parade
Saturday 23rd June 2012 from Eade Road to Bruce Castle Park starting at 11am.

Contact / Band Name:

Tel:

Company:

Address:

Post Code:

E-mail:

I have my own Vehicle: please state size:

PLEASE NOTE:

After registration you will be sent a Health & Safety and Risk Assessment pack.
These must be completed before you will be allowed to participate on the road.

A copy of Vehicle Insurance must be sent with this pack to:

Sally Sturgeon, Tottenham Carnival, P.O BOX 51420, London, N17 6ZE

info@tottenhamcarnival.co.uk



Saturday 23rd June 2012

PARTICIPATION APPLICATION FORM

I Wish to participate in the Tottenham Festival as:

1. ADVERTISER (7000 A4 programmes - distributed 2 months prior to the Carnival details may change without prior notice)

Rates: ☐ 1/4 Page £120 ☐ 1/2 Page £210 ☐ Full Page £400
☐ Inside Back £500 ☐ Inside Front £500 ☐ Back Page £SOLD

2. STALL HOLDER (This comprises of an 7x7 Plot NO Tables will be supplied)

Rates: ☐ Commerical £50 (per plot) ☐ Voluntary Organisation / Charity £30 (per plot)
☐ Political Parties £50 (per plot) ☐ Marquee £400 (3m x 3m plot)

Contact:

Tel:

Company:

Address:

Post Code:

E-mail:

Vehicle Reg No:

NOTICE TO ALL VEHICLES:

Bruce Castle Park will be a closed site
STRICTLY NO VEHICLES movement between 11:30am and 20:00pm.

Cheques to be made payable to: TOTTENHAM COMMUNITY FESTIVAL
And sent to: Tottenham Carnival, P.O. BOX 51420, LONDON, N17 6ZE
info@tottenhamcarnival.co.uk

I hereby agree to abide by the Event Organiser's conditions and those of the London Borough of Haringey.

Signed:

Date:



Saturday 23rd June 2012

FOOD VENDORS APPLICATION FORM

PRICE PER STALL FOR 2012 £500 plus £50 deposit

(which is returnable after event if stall area is cleared)

We are restricting amount of West Indian stalls to 3, this is to ensure that each preferred food vendor has a good day.

Type of Food (please state clearly all type of food you will be offering on your stall)

☐ AFRICAN ☐ ASIAN ☐ ENGLISH ☐ GREEK

☐ POLISH ☐ ORIENTAL ☐ TURKISH ☐ WEST INDIAN

OTHER:

**FOOD VENDORS REQUIRE 'BASIC FOOD & HYGIENE CERTIFICATE'
PLEASE SUBMIT A COPY WITH THIS APPLICATION.**

Contact:

Tel:

Company:

Address:

Post Code:

E-mail:

Vehicle Reg No:

NOTICE TO ALL VEHICLES:

Bruce Castle Park will be a closed site

STRICTLY NO VEHICLES movement between 11:30am and 20:00pm.

Cheques to be made payable to: TOTTENHAM COMMUNITY FESTIVAL
And sent to: Tottenham Carnival, P.O. BOX 51420, LONDON, N17 6ZE
info@tottenhamcarnival.co.uk

I hereby agree to abide by the Event Organiser's conditions and those of the London Borough of Haringey.

Signed:

Date:



Saturday 23rd June 2012

BUSINESS VILLAGE MARQUEES

£400 you get the following:

Booking a marquee in the Business Village is an ideal opportunity to promote your business or product.

£400 gives you the following;

A 3m x 3m marquee including tables and chairs (power not included)



BUSINESS VILLAGE MARQUEES

Booking Details

I wish to participate in the Tottenham Carnival

Contact:		
Tel:		
Company:		
Address:		
		Post Code:
E-mail:		

Cheques to be made payable to: TOTTENHAM COMMUNITY FESTIVAL
And sent to: Tottenham Carnival, P.O. BOX 51420, LONDON, N17 6ZE
info@tottenhamcarnival.co.uk



Saturday 23rd June 2012

STAGE PERFORMANCE APPLICATION FORM

I wish to participate in the Tottenham Carnival as a stage performer
Saturday 23rd June 2012, Bruce Castle Park.

send completed form to: Annie Whyte, Tottenham Carnival,
P.O. BOX 51420, LONDON, N17 6ZE
info@tottenhamcarnival.co.uk

Contact :

Tel:

Company:

Address:

Post Code:

E-mail:

How many people in act:

Nature of Act: