LET'S GO FLY

Get your business involved in this exciting new Dorset event

DORCHESTER KITE FESTIVAL

SATURDAY 5TH JUNE 2027

Dorchester Town Council is looking to work with local businesses to bring back Dorchester Kite Festival in 2027!

Dorchester Kite Festival is a fantastic **free community event that will bring a great deal of visitor spend to the town** but we need your support to make it happen. We have created three sponsorship options so that you can boost your business visibility and give back to the community via this positive and exciting festival.

The first Kite Festival last year was a huge success! Footfall on the day was around 10,000 and the feedback from sponsors and attendees was excellent.

Dorchester Town Council is experienced in organising quality community events that are popular with residents and increase visitor footfall to the town. This includes Anonymous Festival (4500 attendees) and Dorchester Roman Festival (4000 attendees). White Horse Kite Flyers (WHKF) were involved in the Weymouth Kite Festival in its heyday and have already committed to bring along their spectacular kites to the Dorchester Kite Festival (see photos on next page). WHKF are very professional organisation with public liability insurance and experience of organising events. They are members of the British Kite Flying Association so you can rest assured that this will be a well organised, safe and spectacular event.

What happens if the weather is too windy again?

Last year we had to reschedule the kite festival due to storms and incredibly high winds. We already have a second date lined up in July for 2027 in case this has to happen again so you can be reassured that the event you are sponsoring will go ahead in Summer 2027.



6 REASONS TO COME ON BOARD AS A SPONSOR TODAY

1. **Enhanced Brand Visibility:** Sponsoring events significantly increases your brand's visibility, putting you directly in front of potential customers who are engaged and interested in your offerings.

2. **Networking Opportunities:** Event sponsorship opens doors to valuable networking prospects, allowing businesses to connect with other businesses and consumers.

3. **Building Credibility:** Associating your brand with reputable events enhances your credibility and demonstrates your commitment to community engagement, positively influencing customer perception.

4. **Strengthening Community Ties:** Sponsorship reinforces your connection to the local community, fostering brand loyalty and establishing your business as a supportive player in local initiatives.

5. **Customer Loyalty and Trust:** Engaging with your audience during events builds trust and loyalty, as consumers appreciate brands that invest in social responsibility and community well-being.

6. **Reach your target audience:** Kite festivals are popular with a broad age range including families and couples (younger and older). The event will involve a lot of local community groups and have a real community feel, so you will be able to reach lots of new local customers.



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DORCHESTER KITE FESTIVAL SPONSORSHIP PACKAGES

BRONZE

- Business name printed as sponsor on event webpages and printed materials
- 1/8 page advert in free festival booklet

£100

SILVER

- Business name listed as a sponsor on event webpages and printed materials
- Recognition on social media as a sponsor
- 1/4 page advert in free festival booklet

£250

GOLD

- Half page advert in free festival booklet
- Prominent logo placement on all printed and digital event marketing materials
- Recognition on social media as a sponsor
- Recognition in Discover Dorchester Enewsletter editions as a gold sponsor
- Banner advertising at the festival site

£500

PLATINUM

- Full page inside cover, back cover or inside back cover advert in free festival booklet (first come first served)
- Prime logo placement on all event marketing materials
- Exclusive sponsorship recognition during opening and closing ceremonies
- Dedicated social media mentions and mentions in press releases
- Banner advertising at the festival site
- Recognition in Discover Dorchester Enewsletter editions as a platinum sponsor
- Branded activity or stall at the festival

£1000

LETS WORK TOGETHER TO MAKE THIS AN AMAZING EVENT FOR THE DORSET!

Contact Matilda Manley, Dorchester Town Council Tourism Development Officer to discuss the best sponsorship package for your business today.
m.manley@dorchester-tc.gov.uk or 01305 249093