

Mr Adam Wilkins
Faraday House
1 Faraday Close
Eastbourne
East Sussex
BN22 9BH

Re: Corporate Sponsorship Pack

November 2018

Dear Business Owner.

To celebrate passing our 70th Anniversary milestone, our annual event in 2019, will be the **Vintage Spring Fair**. This will take place on 18th and 19th May 2019 at the Metropole Lawns in Bexhill-on-Sea. Our *theme* will be “**Vintage**” to celebrate the era our charity formed, and to celebrate age as being a positive experience. As with many vintage styles, people are unique and interesting, and even more so - as we grow older.

We can't meet our goal of reaching out to isolated, vulnerable, older people in our county without the help and support of people and businesses such as yours.

That's why I am writing to you. Would you consider making a donation to help sponsor our event? By giving to our Vintage Spring Fair you will be helping us accomplish our goal.

There are various opportunities to sponsor our event. The benefits to your organisation can include:

- ❖ To be associated with supporting a local charity that supports older people
- ❖ **Radio prime-time 30 second daily broadcasts** reaching **300,000 people each week** (over 4 weeks up to the event, using a variety of local and regional radio stations in East Sussex).
- ❖ **Hand delivered A5 flyers**, to residential homes in and around the Bexhill, Hastings and Eastbourne Areas with our charity warehouse delivery and furniture clearance services and charity bag donation drops - reaching **15,000 homes**.
- ❖ **Event listings** - advertising jointly with the major sponsors company logo, with sites such as “Visit 1066 Country”, “Visit South East England” and “What's on East Sussex” reaching **5,800 people**
- ❖ **Our charities social media** will display your support with your logo and business details via LinkedIn, Instagram and Facebook reaching **3000 people**
- ❖ **Posters/flyers in our 6 charity shops and 2 furniture warehouse** reaching **3,000 people**
- ❖ **Age UK East Sussex website** advertising reaching **1,900 people**
- ❖ **Our annual report** this is sent out with a special “thank you” for you and your business to **1,500 people**
- ❖ **8000+ people are anticipated to attend this event**

Harvey's Brewery and Old Time Funfairs will be in attendance and can see our vision. Can your business be the next?

To discuss further please call 01273 476704 ext. 324 or email adam.wilkins@ageukeastsussex.org.uk

Thank you in advance for your sponsorship, we hope to see you at the Vintage Spring Fair!

Yours Sincerely,

Adam Wilkins
Events Coordinator

Age UK East Sussex

Faraday House
1 Faraday Close
Eastbourne
East Sussex BN22 9BH

t 01273 476704
e customerservices@ageukeastsussex.org.uk
www.ageukeastsussex.org.uk





Proudly presents...



The Vintage Spring Fair



Corporate Sponsorship Pack

Age UK East Sussex registered charity no.1139470

The Event

Age UK East Sussex are delighted to present

The Vintage Spring Fair

Saturday 18th and Sunday 19th May 2019

Metropole Lawns, Bexhill-on-Sea.

☆☆Harvey's Brewery and Old Time Funfairs☆☆

Both will be attending

Rare vintage fairground rides ☆ Harvey's shire horse dray ☆ Harvey's vintage delivery truck ☆ Vintage Fashion ☆ Artisan food stalls ☆ Local produce stallholders
☆ Vintage stall holders ☆ Our famous Dog Show ☆ Live entertainments

The Cause

The event will help raise vital funds for Age UK East Sussex



As with many vintage styles, people are unique and interesting, and even more so - as we grow older. Our event will celebrate the great achievement of our charity passing its 70th Anniversary milestone. Therefore, we are celebrating this by marking the 1940's era with our vintage theme. Our vision is to make our county a great place to grow older.

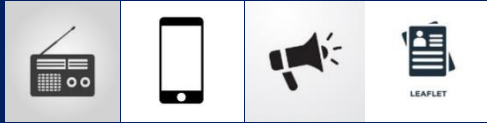
Age UK East Sussex was originally formed in 1948 to support the needs of older people in our county after the Second World War. Our services range from voluntary support when an older person needs it most through to Healthy Living Clubs and Day Centres - to tackle isolation, poor health and avoid mental health issues which may arise from such conditions.

The county's population is expected to age considerably over the next twenty years. As a result, the proportion over retirement age is projected to increase year on year to over 35% by 2026. Currently there are around 10,000 people living with dementia (including those who are not yet diagnosed).

Help us achieve our aspirations of helping more, older, vulnerable people in our county.

Sponsorship Options

Corporate Sponsorship



Main Sponsor

Circa £15,000.00

- ★ Recognition on regional radio*
- ★ Logo on 15,000 advertising flyers*
- *Large Sponsor - £10,000.00+
(subject to print and Radio publication deadlines)
- ★ Logo link upon our charity website
- ★ Advertising on charity media pages
- ★ Free Banner Space at event
- ★ Thank you in our annual report
- ★ Thank you announcement on the day
- ★ Free pitch space at the event

Stage and Entertainment Sponsor

Circa £8,000.00

- ★ Logo link upon our charity website
- ★ Advertising on charity media pages
- ★ Thank you in our annual report
- ★ Thank you announcement on the day
- ★ Free Banner Space at event
- ★ Free pitch space at the event

* Regional Radio and logo on Banners will apply to those willing to sponsor a sum circa £10,000.00

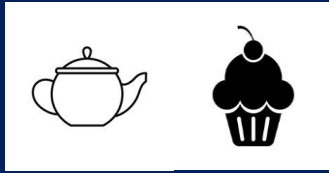


Value Sponsor

Circa £2,000.00

- ★ Logo link upon our charity website
- ★ Advertising on charity media pages
- ★ Thank you announcement on the day
- ★ Thank you in our annual report
- ★ Free pitch space at event

Other ways to help...



Tea and refreshments tent sponsor £1,000.00



Dance and Singing Sponsor (Limited to £250 per performance)

Punch and Judy Sponsor £250 (Limited to one sponsor)

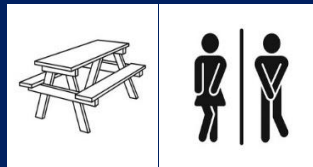
Face Painting Sponsor £200 (Limited to one sponsor)



Trophy and Rosette Sponsor £150 (Limited to one Sponsor)



First Aid and Fire Engine Hire £500 (Limited to one sponsor)



Facilities Sponsor £900



★ Enquiries: adam.wilkins@ageukeastsussex.org.uk

★ Telephone: 01273 476 704 ext. 324

★ Please Quote Reference **"Vintage Fair"**