

Selby Town Council sponsorship opportunities 2024



WELCOME

Events play a crucial role in making our area and community an even greater destination to visit. They help promote the town and its beauty, support local businesses and attract visitors to the high street. We have a number of sponsorship opportunities available for anyone wishing to get involved and tap into some positive community feeling.

As a council we like to provide a number of different events throughout the year, all free events (excl Beer Festival) for all the residents to enjoy. We believe that by putting on these events, it not only allows our locals to join in the fun but also promotes our lovely town, increases tourism to our area and brings together our local businesses.

Show support for your community and increase your local visibility.

Selby Town Council

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Working with partners and residents to make Selby a vibrant market town

EVENTS

Pancake Toss Competition Feb 13th

Selby Town Council and York Mix Radio are hosting Selby's very first pancake toss competition. Competition starts from 11am on Market Place. Open to everyone to come and show off their best pancake tossing skills for the chance to win prizes.

Entertainment and pancakes provided.

Funeral Fayre April 20th

We are holding a funeral fayre to discuss what is involved in the preparation for a Funeral, the cost, the impact on the family. Come along and speak to undertakers, memorial masons, florists, solicitors and other organisations that support families at a difficult time, have the discussion now and get prepared.

Wedding Show March 3rd

Our second wedding show, showcasing our fabulous Town Hall venue, hosting a variety of local suppliers. Arrival drink, free bride bag and live performances from some of the best in the business. A chance to see what local suppliers to Selby and the surrounding areas have to offer.

Twilight Market June 7th

With over 35 stalls - offering a huge range of local and international snacks and delicacies. Listen to some live music, try new food and enjoy browsing through the variety of stalls on offer. This event was such a hit last couple of years we have decided to go bigger and better.

Food & Drink Festival July 13th

The annual Food and Drink Festival runs on Market Place from 10am - 4pm. Choose between local produce and cuisine from all over the world, there is plenty for everyone. With live music, facepainting, live food demonstrations, refreshments, specialty bars, free samples and street entertainers.

Oktoberfest October 19th

Selby's Oktoberfest, 10am - 4pm. Free facepainting, free pumpkin carving, hot food & drink stalls, children's activities, specialty bars, live entertainment and local craft stalls.

Bonfire November 2nd

Enjoy burgers, hog roasts, hot dogs, candy floss & doughnuts while you wait for the first of the 2 firework displays at 7pm and 7.45pm. Keep warm with a coffee and a hot chocolate while the children have fun on the rides and stalls.

Christmas Market & Light Switch on November 30th

Hugely popular Christmas market featuring over 40 festive stalls, authentic German food & drink alongside the traditional Christmas stalls. With performances from local school choirs and festive entertainment throughout the event including the town's light switch on.

Sponsorship Benefits (Per Event)	Sponsorship Packages	
	Gold	Sliver Bronze
Invitation to you and your team to attend the event	•	•
Radio Mention one week prior leading up to the event	•	
Inclusion of your company logo on all publicity, including event posters, and leaflets prior to event	•	•
PA announcements will be made to inform visitors that you are an event sponsor	•	•
Press releases will be issued to promote the event and to inform the public of your involvement as a main sponsor	•	
Opportunity to promote your business at the event and chat to the people that attend	•	
Posts about your support will be shared across all the Town Council's social media platforms	•	•
A description about your business, your logo and a link be displayed on Selby Town Council's website	•	•
Company logo promoted on event posters which will be displayed on 7 community noticeboards. around Selby Town Centre	•	•
Inclusion of your logo on the main stage banner (Christmas, Food Festival, Oktober Fest)	•	
A post event thank you appreciation post across all social media platforms with a direct link to your website	•	•
Inclusion of your company logo in advertisement in local newspapers prior to event	•	
	£300	£100

Fun Day June 23rd

Family fun on Scott Road field from 12 noon – Free Children’s rides, bouncy castles, climbing wall and donkey rides. Lots of live entertainment and activities for all the family. Hot and cold food and drinks available to purchase and lots of tombola and fun games to win.

Sponsorship Benefits	Sponsorship Packages	
	Pop concert	Children's area
Invitation to you and your team to attend the event	•	•
Radio Mention one week prior leading up to the event	•	•
Inclusion of your company logo on all publicity, including event posters, and leaflets prior to event	•	•
PA announcements will be made to inform visitors that you are an event sponsor	•	•
Press releases will be issued to promote the event and to inform the public of your involvement as a main sponsor	•	•
Opportunity to promote your business at the event and chat to the people that attend		•
Posts about your support will be shared across all the Town Council's social media platforms	•	•
A description about your business, your logo and a link be displayed on Selby Town Council's website	•	•
Company logo promoted on event posters which will be displayed on 7 community noticeboards. around Selby Town Centre	•	•
Inclusion of your logo on the main stage banner	•	
A post event thank you appreciation post across all social media platforms with a direct link to your website	•	•
Inclusion of your company logo in advertisement in local newspapers prior to event	•	•
An opportunity to introduce the bands on the main stage of the pop concert, and to compile a playlist to be played in between acts	•	
	£300	£300

COMPETITION PRIZES

Christmas Window Display Competition

Competition usually runs the last two weeks in November, it involves all local businesses to get involved and dress their windows all festive. The judging takes place with the Mayor and winners and prize sponsors are announced at the Christmas market and light switch on. Prizes for 1st, 2nd and 3rd needed – can be vouchers or gifts.

Winter Windowland Snowman Hunt Competition

The snowman hunt gets all local businesses involved. The children are given a map with clues to find the hidden snowman around town. Prizes for 1st, 2nd and 3rd needed – can be vouchers or gifts.

Company name to be announced along with the winners on the main stage at our Christmas market by the Mayor	•
A tagged thank you appreciation post across all social media platforms	•

HANGING BASKETS & PLANTERS

Selby in Bloom is an annual competition, as part of our commitment to making Selby a greener and more pleasant place to live and work, we have 60 hanging baskets and planters throughout Town available to sponsor.

A description about your business, your logo and a link be displayed on Selby Town Council's website	•
A thank you appreciation post across all social media platforms with a direct link to your website	•
	£50

Beer Festival July 27th

Selby Town Hall's annual beer festival features 23 Yorkshire ales, ciders and perries as well as live music from local bands and of course the Town Hall's traditional warm and friendly atmosphere. Ticket prices include a festival glass and first beer.

Sponsorship Benefits (Per Event)	Gold
Invitation to you and your team to attend the event – 6x entry tickets which includes a complimentary glass (with printed logo on) and one free drink (half pint) plus an additional 18 bar tokens to share amongst yourselves and guests (18 half pints)	•
Complimentary logo on 350x pint glasses, one free glass given on arrival per ticket	•
Radio Mention one week prior leading up to the event	•
Inclusion of your company logo on all publicity, including event posters, and leaflets prior to event	•
PA announcements will be made to inform visitors that you are an event sponsor	•
Re-label an ale	•
Press releases will be issued to promote the event and to inform the public of your involvement as a main sponsor	•
Opportunity to promote your business at the event and chat to the people that attend	•
Posts about your support will be shared across all the Town Council's social media platforms	•
A description about your business, your logo and a link be displayed on Selby Town Council's website	•
Company logo promoted on event posters which will be displayed on 7 community noticeboards. around Selby Town Centre	•
Inclusion of your logo on the main stage banner (Christmas, Food Festival, Oktober Fest)	•
A post event thank you appreciation post across all social media platforms with a direct link to your website	•
Inclusion of your company logo in advertisement in local newspapers prior to event	•
	£1,000

Sponsor a Barrel

The cost of sponsoring a barrel is £50.00, this includes advertising on the Town Council Website, your company logo or brand on the beer pump and the programme would have all the sponsors details included. There will be posters up inside the Town Hall during the event and the Beer Festival poster will be placed throughout town in our noticeboards to encourage local people to attend.

As a thank you to all sponsors you would receive two free Beer Festival passes worth £8.00 each and four beer tokens.



If you have any questions or would like to discuss any of the sponsorship opportunities further please contact us.

We would like to say a huge thank you to the support we receive from each of you, your generous backing really allows us to put on such amazing events and is greatly appreciated and we look forward to working with you this year.

<https://selbytowncouncil.gov.uk/sponsorship>