

EVENT

SPONSORSHIP PACKAGES

20
25



About Us



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**Everything's
better when
we're together.**

Introduction

Littlehampton Town Council is the parish authority for the Town of Littlehampton, West Sussex, including Wick and Toddington which has a population of approximately 30,000.

The Council provides a wide range of facilities and represents the interests of the town to other bodies whilst working in partnership with other agencies and groups.

The Town Council's Events Team organises a varied range of free community events for all ages throughout the year. From major events such as Armed Forces Day and Screen on the Green to a range of smaller events and activities including the Sandcastle Competition and Christmas Lights Switch on.

About our Events

We deliver a diverse and exciting programme of events including some of the largest on the South Coast. We work to ensure that Littlehampton remains a vibrant destination.

Our events aim to attract visitors to the Town whilst bringing together local groups, organisations, clubs and individuals to celebrate the outstanding work they do to promote community spirit, support local people and make Littlehampton a fantastic place to live and visit.

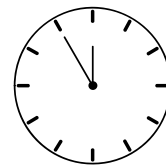
Vision

By delivering high quality events in partnership with our community, we believe that we create unique memorable experiences for visitors and residents. It also supports local people in supporting local services.



21,000

people attended
events in 2024



40

hours of events



10,000+

Combined social
media followers



200+

businesses
involved



12

events



70+

community
groups involved

How are events advertised?

Our marketing campaigns vary depending on the event but in general they involve:

- Event flyer – distributed to schools, retail premises, Library
- Event poster – displayed on Town Council owned notice boards and retail premises
- Visit Littlehampton website listing
- Littlehampton Town Council website – news item
- Visit Littlehampton and Littlehampton Town Council social media pages
- Annual What's on Guide plus a dedicated Christmas Guide
- Press releases issued before and after an event and sent to local and regional media outlets
- Roadside banners – Worthing Road, Sea Road, Rosemead Park, Brookfield Park
- Town Council eProgress email fortnightly newsletter
- Radio campaigns
- Town Council Amenity Team van



Sponsorship Opportunities

We offer three types of sponsorship

1. Financial Sponsorship

You buy a package in return for a variety of benefits

2. Media Sponsorship

Media outlets providing coverage for the event in exchange for advertising

3. Product Offer

A sponsor gives free products or their services free of charge in exchange for exposure



Whether you wish to raise your business profile or show support for Littlehampton, one of our sponsorship packages will facilitate your marketing objectives. If you can't see what you're after, talk to us about bespoke packages.

What happens to the sponsorship money?

All sponsorship types enable us to enhance the event experience for every attendee. It means that funds can be used to **create memorable experiences** that build on the reputation of the Town and its community. It can pay for event infrastructure, additional free entertainment, increased event marketing and many more.



Town Show & Family Fun Day

How will my business benefit?

You will feel proud to be part of something incredibly meaningful!

Your business will gain invaluable exposure by being associated with high-quality, wide reaching events.

Sponsorship packages are designed to support businesses of all sizes from a wide variety of industries.

All packages offer significant opportunities for return on investment.

Your involvement will support the work we do to improve the vitality of the local community.

Sponsoring an event will facilitate your marketing goals whether it is brand awareness or increasing customer reach.

We will always work to ensure our sponsor's needs are being met and beneficial to them which sometimes involves customising packages to suit individual objectives.



Armed Forces Day

**Saturday 28 June 2025,
10:30 – 17:00, East Green, Seafront**



**ARMED FORCES DAY
SHOW YOUR SUPPORT**



About

Armed Forces Day is a national event that takes place on the last Saturday each June.

The event is a chance to show support for the men and women who make up the Armed Forces community: from currently serving troops to Service families, veterans and cadets.

The Littlehampton event was first held in 2008 on Caffyns Field but its popularity meant that it needed a larger venue so it could grow and accommodate the big crowds. It has been held on the seafront greens since 2009.

The unique combination of land and aerial displays has led to it being one of the largest and best attended Armed Forces Day on the Sussex Coast. It draws thousands of visitors from not just the local area but further afield such as Brighton, Newhaven, Portsmouth and London.

Programme

The event starts with a formal parade and service and is followed by a relaxed family fun day with a military theme. It attracts **dozens of enthusiasts** with their fascinating military vehicles and displays.

A **charity fair** takes place within the event where **uniformed groups** raise awareness of their services and fundraise. Activities range from **interactive experiences** with military items and vehicles to assault courses. Entertainment takes form in spectacular **arena displays** such as motorbike stunts and **military re-enactments**, as well as military bands.

Armed Forces Day

Event Goals



Attract visitors from outside the area and provide them with a memorable experience that will encourage repeat visits.



Give residents an opportunity to enjoy world-class entertainment.



A platform for organisations to raise awareness of their services and support the local economy.



Demographic

- Young families with children aged up to early teens
- Older people with their families
- Individuals and couples

Audience Numbers

7,000

50% Littlehampton and surrounding areas

Sponsorship Suitability

The event is suitable to many businesses but in particular to those looking to benefit from people returning on a different occasion and visiting their premises, for example a restaurant, attraction, shop.

Businesses that provide services such as skips, building materials, window cleaning.

Businesses looking to exchange services for sponsorship such as generator hire, marquees, stewarding.

Armed Forces Day

Marketing

The event has become a key date in the Town's calendar and it has a wide reach and following.

In addition to extensive marketing campaigns through a wide range of media the event gains further publicity through local and regional magazines.



Littlehampton Town Council and Visit Littlehampton websites
National Armed Forces Day website



Littlehampton Town Council Facebook page - posts and event listing
Visit Littlehampton Facebook and Instagram pages



Press releases sent to local and regional newspapers and radio stations



Press releases sent to local and regional magazines



Advert on the Town Council's van - only when sufficient sponsorship secured



Flyers distributed to schools and public outlets, posters on Town Council public notice boards across the Town and roadside banners in prime locations.



Radio campaign - only when sufficient sponsorship secured

Armed Forces Day Packages

Sponsorship Features	Bronze (2 available) £400+VAT	Silver (2 available) £800+VAT	Gold (2 available) £1,500+VAT
Logo on event publicity materials	Supported by Business name	Supported by Business name	✓
Logo on roadside banners	✗	✗	✓
Logo on event advert on LTC van	✗	✗	✓
Logo and weblink on LTC and Visit Littlehampton websites	Weblink only	Weblink only	✓
Mention in press releases	✗	Supported by Business name	✓
Mention in social media posts	✓	✓	Link to business website on event posts and listing on FB
Mention in live commentary on event day	✗	An act will be supported by business	✓
Mention in the event radio advert	✗	✗	✓
Business banner and pitch at the event	Banner only - supplied by business	100cmx60cm banner supplied by LTC	200cmx60cm banner supplied by LTC & pitch at the event

Can't see what you want? Talk to us about bespoke packages.

Sandcastle Competition

**31 August 2025, 9:30 – 11:30,
East Beach near Stage by the Sea**



About

The annual sandcastle competition, which started in 2007, is very popular with families looking for seaside fun in the summer holidays. It attracts between 300 and 500 people who take part in one of the three categories – under 5s, under 11s and over 11s.

Families travel as far as Portsmouth and many participants have been coming for years including some who reside in London and other parts of the country and choose to visit relatives living locally when the competition is on.

The event attracts very good free publicity including radio and local newspapers, often gaining big exposure in the Littlehampton Gazette.

Programme

Participants are given a **free bucket** with LTC and sponsor logos on (first come first served basis) and given an hour to create a sand sculpture using only natural materials.

Each category winner receives **prize bundles** from local businesses. The judges are the Mayor of Littlehampton and local voluntary group representatives.

Sandcastle Competition

Event Goals



Attract visitors from outside the area and provide them with a memorable experience that will encourage repeat visits.



Give residents an opportunity to enjoy the stunning seafront.



Showcase the fantastic natural assets of the town and support the local visitor economy.



Demographic

- Families (single, couples and grandparents) with children aged up to early teens

Audience Numbers

500

50% Littlehampton and surrounding areas

Sponsorship Suitability

The event is suitable to many businesses but in particular to those looking to benefit from people returning on a different occasion and visiting their premises, for example a restaurant, attraction, shop.

Businesses looking to offer prizes in exchange for exposure.

Businesses that offer services in the local area.

Sandcastle Competition

Marketing

The event has become a key date in the Town's calendar and it has its own following which means it attracts high numbers with a small marketing output.

It often gains further publicity through local and regional magazines.



Littlehampton Town Council website

Visit Littlehampton website



Littlehampton Town Council Facebook page - posts and event listing

Visit Littlehampton Facebook and Instagram pages



Press releases sent to local and regional newspapers and radio stations



Press releases sent to local and regional magazines



Advert on the Town Council's van - only when sufficient sponsorship secured



Posters on Town Council public notice boards across the Town and in selected retailers



Radio coverage in the form of an interview before or on the day of the event, often secured following marketing

Sandcastle Competition Packages

Sponsorship Features	Bronze (1 available) £50+VAT	Silver (1 available) £100+VAT	Gold (1 available) £250+VAT
Logo on bespoke beach buckets alongside LTC's logo	✗	✗	✓
Logo on event advert on LTC van	✗	✗	✓
Logo and weblink on LTC and Visit Littlehampton websites	Supported by Business name	Weblink only	✓
Mention in press releases	Supported by Business name	Supported by Business name	✓
Mention in social media posts	+Link to business page on event listing on FB	+Link to business page on event listing on FB	+Link to business page on event listing on FB
Mention in live commentary on event day	Prizes for one category will be supported by business	✓	✓
Business banner at the event	Banner supplied by business	Banner supplied by business	100cmx60cm banner supplied by LTC

Other opportunities

Prize donation such as gift vouchers, toys, bubbles etc. In exchange the business will be mentioned on all marketing materials and on the day. Minimum value of £10 x 3 (one for each category). Sponsors can reduce the cost of packages by donating prizes alongside a monetary fee i.e. gold package £170 plus three £10 prizes.

Screen on the Green

**Saturday 16 August 2025 ,
19:00 – 23:00, East Green, Seafront**



About

The event started in 2014 with the aim of providing residents and visitors with a unique outdoor cinema experience for free. It was meant to be a one-off but it was unexpectedly popular, attracting over 6,000 people. Due to the popularity it became an annual event.

A 40ft inflatable screen with a powerful sound system is set up on East Green with film goers bringing their own chairs, bean bags and even sleeping bags to enjoy the evening under the stars.

As the event is free and for families, the movies shown must be PG with musicals being very popular. The public is given the opportunity to suggest films early in the year before the top three suggestions are put out to public vote for the final movie to be chosen. This creates huge engagement and participation.

Programme

The event starts at 19:00 when caterers open up their stands and film goers begin to arrive. The movie is shown after dark, normally starting at approximately 20:30, and the event is launched by the **Mayor of Littlehampton**. Sponsor adverts are shown on the screen for approximately 15 minutes before it starts. The film is subtitled to ensure everyone can enjoy it including deaf people.

Catering is available throughout the event.

Screen on the Green

Event Goals



Attract visitors from outside the area and provide them with a memorable experience that will encourage repeat visits.



Give residents an opportunity to enjoy a unique outdoor cinema experience with family and friends.



Showcase the fantastic natural assets of the town and support the local visitor economy.



Demographic

- Young families with children aged up to early teens
- Older people with their families
- Individuals and couples

Sponsorship Suitability

The event is suitable to many businesses but in particular to those looking to benefit from people returning on a different occasion and visiting their premises, for example a restaurant, attraction, shop.

Businesses that provide services such as solicitors, beauticians, builders etc.

Businesses looking to exchange services for sponsorship such as generator hire and stewarding.

Audience Numbers

3 - 6,000

50% Littlehampton and surrounding areas

Screen on the Green

Marketing

The event has become a key date in the town's calendar and it has a wide reach and following.

In addition to extensive marketing campaigns including paid social media ads the event gains further publicity through local and regional magazines.



Littlehampton Town Council website

Visit Littlehampton website



Littlehampton Town Council Facebook page – posts and event listing

Visit Littlehampton Facebook and Instagram pages – paid ads



Press releases sent to local and regional newspapers and radio stations



Press releases sent to local and regional magazines



Advert on the Town Council's van – only when sufficient sponsorship secured



Flyers distributed to schools and public outlets, posters on Town Council public notice boards across the Town and roadside banners in prime locations



Radio coverage in the form of an interview before or on the day of the event, often secured following marketing

Screen on the Green Packages

Sponsorship Features	Bronze (6 available) £50+VAT	Silver (2 available) £300+VAT	Gold (1 available) £1,000+VAT
Logo on event publicity materials	✗	Supported by Business name	✓
Logo on roadside banners	✗	✗	✓
Logo on event advert on LTC van	✗	✗	✓
Logo and weblink on LTC and Visit Littlehampton websites	✗	Weblink only	✓
Mention in press releases	✗	Supported by Business name	✓
Mention in social media posts	✗	✓	+Link to business page on event posts and event listing on FB
Business banner and pitch at the event	✗	100cmx60cm banner supplied by LTC	200cmx60cm banner supplied by LTC + pitch at the event
Business advert on the screen	✓	✓	✓

Can't see what you want? Talk to us about bespoke packages.

Town Show & Family Fun Day

**Saturday 13 September 2025,
12:00 – 17:00, Rosemead Park**



About

The annual free event is hugely popular with local residents as well as those from neighbouring towns making it the third largest event in the Town's calendar with an estimated average of 5,000 visitors a year.

The event incorporates two key activities; the annual Horticultural and Craft Show and a Family Fun Day with a high focus on celebrating the community. The event has been running for 19 years and has grown in popularity year on year.

The Horticultural and Craft Show is organised by the Town Show Committee – a group of community volunteers all with expertise in the areas of horticulture and crafts.

Programme

The event sees large marquees erected on site to accommodate the Horticultural and Craft Show which attracts approximately **700 entries** each year and the community marquee with over **50 stands** representing by local voluntary groups that provide essential services to residents.

High-quality acts perform on a stage, local groups perform in the arena which also hosts a dog show and the remaining of the green is packed with **children's activities** including inflatables, a beer tent and catering as well as **sponsor pitches**.

Town Show & Family Fun Day

Event Goals



Encourage residents to meet organisations that offer support in the Town and access their services.



Give residents an opportunity to showcase their talent and celebrate the community.



Showcase the fantastic range of voluntary groups in Town and give them an opportunity to raise awareness and funds.



Demographic

- Young families with children aged up to early teens
- Older people with their families
- Individuals and couples

Audience Numbers

4 - 6,000

80% Littlehampton and surrounding areas

Sponsorship Suitability

The event is suitable to many businesses but in particular to those looking to benefit from people returning on a different occasion and visiting their premises, for example a restaurant, attraction, shop.

Businesses that provide services such as solicitors, beauticians, builders, care homes etc.

Businesses looking to exchange services for sponsorship such as generator hire and stewarding.

Town Show & Family Fun Day

Publicity

The event has become a key date in the town's calendar and it has a wide reach and following.

In addition to extensive marketing campaigns including the Horticultural and Craft Show brochure, the event gains further publicity through local and regional magazines.



Littlehampton Town Council website

Visit Littlehampton website

Town Show (Horticultural and Craft Show) website



Littlehampton Town Council Facebook page - posts and event listing

Visit Littlehampton Facebook and Instagram pages

Town Show (Horticultural and Craft Show) Facebook page



Press releases sent to local and regional newspapers and radio stations



Press releases sent to local and regional magazines



Advert on the Town Council's van - only when sufficient sponsorship secured



Flyers to schools, shops and 7,000 delivered door-to-door, posters on Town Council public notice boards across the Town and roadside banners in prime locations



Radio coverage in the form of an interview before or on the day of the event, often secured following marketing

Town Show & Family Fun Day Packages

Sponsorship Features	Bronze (2 available) £750+VAT	Silver (2 available) £1,000+VAT	Gold (1 available) £2,000+VAT
Logo on event publicity materials	Supported by Business name	✓	1/3 page ad on A5 flyer
Logo on roadside banners	✗	Supported by Business name	✓
Logo on event advert on LTC van	✗	✗	✓
Logo and weblink on LTC and Visit Littlehampton websites	Supported by Business name	Supported by Business and weblink	✓
Mention in press releases	Supported by Business name	Supported by Business name	✓
Mention in social media posts	✗	+Link to business page on event posts and event listing on FB	+Link to business page on event posts and event listing on FB
Business banner and pitch at the event	100cmx60cm banner supplied by LTC	100cmx60cm banner supplied by LTC + small pitch at the event	200cmx60cm banner supplied by LTC, pitch at the event and photo op
Mention in live commentary on event day	✓	An act sponsored by Business	Stage sponsored by Business

Can't see what you want? Talk to us about bespoke packages.

Christmas Lights Switch on

**Saturday 22 November 2025,
15:00 – 20:00, Littlehampton High Street**



About

The event kicks off the festive season in Littlehampton when the Christmas illuminations, funded by the Town Council, are switched on. It creates a wonderful festive atmosphere for families to enjoy themed entertainment.

Many traders stay open late giving visitors an opportunity to buy Christmas gifts with some putting on special offers on the day.

The event sees a wide range of themed entertainment take over the High Street, from live performers and children's shows on stage to walkabout acts. Children's rides and festive food stalls add to occasion as well as artisan sellers.

Programme

A **Santa's Grotto**, often organised by the Littlehampton and District Lions Club, sees hundreds of children meeting the special guest and receiving an early Christmas gift.

Crowds gather in front of the stage to do the countdown to the lights being switched on by the Town Mayor and the winner of the children's Christmas card competition. The event ends with a **high-quality band** performing festive songs.

Christmas Lights Switch on

Event Goals



Attract visitors from outside the area and provide them with a memorable experience that will encourage repeat visits.



Give residents an opportunity to enjoy the start of the festive season.



Showcase the fantastic range of shops, cafes and artisan shops and makers in the Town.



Demographic

- Families (single, couples and grandparents) with children aged up to early teens

Audience Numbers

2,500

80% Littlehampton and surrounding areas

Sponsorship Suitability

The event is suitable to many businesses but in particular to those looking to benefit from people returning on a different occasion and visiting their premises, for example a restaurant, attraction, shop.

Businesses that provide services such as solicitors, beauticians, builders, care homes etc.

Businesses looking to exchange services for sponsorship such as generator hire and stewarding.

Christmas Lights Switch on

Marketing

The event is a key date in the Town's calendar and it has its own following. It has high engagement and support from local businesses.

A Christmas What's on Guide is produced featuring the event alongside all festive events happening in the Town. It gains coverage through magazines such as **Raring2Go!**, **Primary Times** and **All About Littlehampton**.



Littlehampton Town Council website

Visit Littlehampton website



Littlehampton Town Council Facebook page - posts and event listing

Visit Littlehampton Facebook and Instagram pages



Press releases sent to local and regional newspapers and radio stations



Press releases sent to local and regional magazines



Advert on the Town Council's van - only when sufficient sponsorship secured



Flyers distributed to schools and public outlets, posters on Town Council public notice boards across the Town and roadside banners in prime locations.



Radio coverage in the form of an interview before or on the day of the event, often secured following marketing

Christmas Lights Switch on Packages

Sponsorship Features	Bronze (2 available) £250+VAT	Silver (2 available) £800+VAT	Gold (2 available) £1,500+VAT
Logo on event publicity materials	Supported by Business name	Supported by Business name	Full page advert in the What's on Guide
Logo on roadside banners	✗	Supported by Business name	✓
Logo on event advert on LTC van	✗	✗	✓
Logo and weblink on LTC and Visit Littlehampton websites	Supported by Business name	Supported by Business name and link	✓
Mention in press releases	✗	Supported by Business name	✓
Mention in social media posts	Supported by Business name	Supported by Business name	Link to business website on event posts and listing on FB
Mention in live commentary on event day	✗	An act will be supported by business	Stage sponsored by business, rep to help switch on lights
Mention in the event radio advert	✗	✗	✓
Business banner and pitch at the event	Banner only - supplied by business	100cmx60cm banner supplied by LTC	200cmx60cm banner supplied by LTC & pitch at the event

Can't see what you want? Talk to us about bespoke packages.

Other Sponsorship Opportunities

Raise awareness of your name and brand at one of eight Roadside Planters situated at key locations including gateways to the Town

Sponsoring roadside planters can be a great advantage for your business as it raises awareness of your name and brand in a subtle but efficient way to both vehicle and foot traffic.

Littlehampton Town Council owns and maintain a total of eight roadside planters which are located at key locations including gateways to the Town.

The floral displays will be created and maintained by a professional floral contractor and will feature a wide range of attractive plants in a variety of vibrant colours. Your sponsorship will cover the costs associated with keeping the planters watered and weeded for 12 months.

In addition to the signs on the planters, the Town Council will acknowledge your business on a dedicated webpage on its website (www.littlehampton-tc.gov.uk) and through social media posts (quarterly) featuring seasonal images of the planters.



Prices start at just £25 per month

Sponsorship Deadlines

Armed Forces Day

1 May 2025

Sandcastle Competition

28 June 2025

Screen on the Green

28 June 2025

Town Show & Family Fun Day

26 July 2025

Christmas Lights Switch on

4 October 2025



Don't worry if you have missed the deadline as we are able to adjust packages and prices to maximise exposure even if the full package can no longer be offered.

Get in touch and we will do our best to help!



Get in touch with us!

events@littlehampton-tc.gov.uk

www.littlehampton-tc.gov.uk

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