

COP' CARNIVAL

WEEK www.copcarnival.org.uk

Sponsorship 2026

**Sponsor
York's
premier
summer
event!**

 WATCH THE VIDEO

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VIEW 'OUR SPONSORSHIP PACKAGES'



Cop' Carnival Week is regularly visited by **over 4,700 people**, who attend exciting events during the week and the main Carnival day.

Established in 1968 Cop' Carnival is widely regarded as one of the 'go to' events in the York calendar and has deservedly gained an excellent reputation for providing family fun and a top tier music festival, showcasing a diverse range of local artists and dance troupes. **Cop' Carnival Week is an effective platform to reach York's local population audience with your brand:**



4,000+
visitors on the day



700+
visitors during
midweek events



10,000+
web visitors per year



1,600+
Facebook followers

COP' CARNIVAL





A number of supporting events are also arranged in the run up to Carnival day. Carnival Week consists of long established events including a wine tasting evening and a week-long art exhibition, as well as new additions like the very popular comedy night and 'An evening with...' event which in previous year's brought legendary Jazz musician Snake Davis to the village. These events will be returning this year.

Carnival publicity is key to the success of our event, and we advertise well in advance, with billboards, posters and extensive use of social media, with continuous promotion of our main sponsors. In addition, our traditional carnival programme, which is sold in advance, also acts as an entrance ticket. Each year, we print approx. 4,000 copies of the programme which includes numerous prominent sponsor adverts.

Cop' Carnival week is organised and run entirely by volunteers and village associations. It started in the 1960's with the prime objective of raising funds to help to run the village Recreation Centre, which nowadays provides a wide variety of sports and leisure pursuits for the village and surrounding areas. This organisation is a **registered charity** and receives no funding from Central or Local Government - it has to be self sufficient. Therefore, we rely on the Cop' Carnival to support the centre and maintain this thriving community facility.



Perfectly positioned

Located on the A64 of York's outer ring road in the village of Copmanthorpe, with great transport links Cop' Carnival enjoys visitors from all over York and the surrounding area.

A modern commuter village, Copmanthorpe enjoys a population of approx 4,100 residents, with 53% aged 18-64 and 28% 65 or older. With a concentration of higher-income young family households and retirees with higher disposable wealth.

At the last count York had a population of over 140,000. Cop' Carnival is perfectly commercially and geographically situated to promote your business to York's residents.

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We have worked with...



Why become a sponsor

- ✓ High visibility for your business or service within a vibrant community that has commuter reaches into West and North Yorkshire
- ✓ Extended Web and Social media coverage of your sponsorship with the residents of the village and beyond – reaching potential clients and other stakeholders
- ✓ Media Coverage of your sponsorship including YorkMix radio
- ✓ As a charity, sponsorship contributions are deductible against Corporation Tax
- ✓ Strong Corporate Social Responsibility messaging within your company, employees and client base by supporting an initiative that benefits the society within Copmanthorpe.
- ✓ As part of your ongoing commitment to charitable giving providing opportunities for your staff to use volunteering days to become part of the Cop' Carnival team

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Our Packages

See pages 9-13 for item details

	Main Sponsor Partner	Gold Package	Silver Package	Bronze Package	Week Event Sponsor (5 available)
	Price: Negotiable	Price: £1,500	Price: £500	Price: £100	Price: £1,000 each event
Marketing					
Website and Social Media actively managed and available from 1/12/25 to 30/9/26					
Website - Add Logo and Link	✓	✓	✓	✓	✓
Website - Add Socials and Links	✓	✓	✓	✓	✓
Website - Full Page Overview	✓	-	-	-	-
Website - Summary	✓	✓	✓	-	✓
Socials - Sponsor Spotlight Posts	✓	✓	-	-	✓
YorkMix Radio - Promotion to York and Surrounding Area with 7 mentions per day over 3 weeks leading to event - See page 13	✓	Optional	Optional	Optional	Optional
Printed Media					
Program - Large Prime Spot Advert	✓	-	-	-	-
Program - Medium Advert	-	✓	-	-	✓
Program - Small Advert	-	-	✓	-	-
Program - Logo Add	-	-	-	✓	-
Event Ticket - Logo Add	-	-	-	-	✓
Raffle Ticket - Logo Add	✓	-	-	-	-
Off Site Signage Located Around Village and York Ring Road - Logo Add	✓	✓	-	-	-
Carnival					
Carnival Day - Stand / Stall	✓	✓	-	-	✓
Entrance Ticket Allocation	15 tickets	8 tickets	4 tickets	2 tickets	8 tickets
Rolling Screen Overview	✓ - Maximum	✓ - Medium	✓ - Small	✓ - Logo Only	✓
Banners and Signage	STAGE - SITE	STAGE - SITE	SITE	SITE	STAGE - SITE
Stage Spotlight Interview	✓	-	-	-	-
Legacy Sign Onsite for 12 Months - Logo Add	✓	✓	-	-	-
CSR Volunteering Program	Optional	Optional	Optional	Optional	Optional

Sponsorship features

As Carnival sponsor, you will enjoy the following benefits:*

- ✓ Your business name and logo will be widely displayed on all of our Carnival posters, roadside banners and leaflets which can be seen across the York area in the lead up to the event. The leaflets are widely distributed to shops, pubs, schools, gyms, offices and other outlets providing an excellent stream of publicity.
- ✓ Your business name and logo will be prominently displayed on our Carnival website home page, social media pages, and in our Carnival programme.

*Subject to package selection

GOP CARNIVAL





- ✓ Our Carnival website will include direct links to your own site.
- ✓ Banner sites located around the Recreation Centre field where the Carnival is held (banners to be provided by the sponsor).
- ✓ A colour advert in Cop' Carnival programme. Around 3,000 programs are pre-sold in the weeks leading up to Cop' Carnival. These form the admission 'ticket' to the main event and provide key information that visitors need on the day, so they will be frequently referenced.
- ✓ A 'free' stall on the day, and the opportunity to circulate the site with leaflets, balloons/and promotional material of your choice.



Your logo prominently featured in our advertising (print deadlines permitting). The event is promoted by the city's leading media outlets:

- ✓ YorkMix, the top local commercial radio station. As well as promoting the event in the weeks leading up to the big day, YorkMix will broadcast live from the stage on Carnival Day. As main sponsor you will be mentioned as part of all main stage key announcements throughout the day. **(Please see page 13 for our exciting YorkMix Sponsorship Package offer).**
- ✓ 'The Press', York's local paper provides a number of opportunities including interviews with organisers, press releases and details of Cop' Carnival before the event as well as a review of the day.
- ✓ 'What's-on' web sites including York Press, York 360, York Mix and many others.
- ✓ Cop' Carnival is also listed on specialist event websites including wherewecango.com, and stallfinder.com




- ✓ Branding of the Main Stage which is the focal point of Cop' Carnival with a large proportion of the attendees located directly in front of the stage throughout the day. In this instance, the branding material will need to be provided by the sponsor.
- ✓ The stage is a central site with high footfall on Carnival day to display your promotional material, providing opportunities to engage with potential customers/clients to help to grow your business.



Sponsorship package offer


Included in main sponsor package, but also available to any sponsor as an optional opportunity you can work with our partners at YorkMix:

- ✓ An on air promo trailer and talk up that advertises your company and its participation as a sponsor of the Cop' Carnival in the weeks leading up to the event.
- ✓ Price is £8 plus VAT per mention. We advise 7 spots a day over the 3 weeks leading up to the event for good exposure: Total 147 mentions = £1,176 plus VAT (frequency of spots can be negotiated)

 **106,000** radio listener streaming connections per month

 **Average 1.7 million** online hits per month

 **300,000** online readers per month

 **50,000** followers across Facebook, X & Instagram

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Additional ways to get involved



Carnival commercial and charity stalls

On the day of the Carnival itself, we have a number of pitches available for hire on the Recreation Centre ground. For further details contact stalls@copcarnival.org.uk



Carnival Annual Grand Raffle

In parallel with the Carnival activities, a Grand Raffle is held, raising money for the Copmanthorpe Recreation Centre. If you or your organisation would like to make a donation of a prize for the Grand Raffle. For further details contact hello@copcarnival.org.uk



Volunteering

It takes a lot of people to run a successful Carnival especially on the day, and we always welcome people to come and help, be it directing people, manning a stall, picking up litter or just generally mucking in! If you or people in your organisation would like to join us – it makes a great team-building activity. For further details contact volunteers@copcarnival.org.uk





The Cop' Carnival would welcome input from a representative of the main sponsor on how the sponsor's interests may be best served. For instance, if space was required to exhibit sponsor's goods/equipment, we would ensure that adequate provision was made for that purpose.

Interested? Get in touch...

Email: sponsorship@copcarnival.org.uk

Web: copcarnival.org.uk

ONLINE SPONSOR FORM

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**Thank
you**

Email: **sponsorship@copcarnival.org.uk**
Web: **copcarnival.org.uk**

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**studio
ycs.**

web / video / brand

Strategic creative partner support
for branding, video, website
provided by Studio YCS

