



# Events Sponsorship Pack 2023/24

St Albans City and District Council



# An Introduction to St Albans

## St Albans City and District

Consistently regarded as one of the **most desirable areas** for residents and businesses in the UK, St Albans sits **25 miles from London** in green belt Hertfordshire. With direct trains to London, and Gatwick and Luton Airports, St Albans maintains **excellent transport links** to the UK, Europe, and beyond.

Your sponsorship of events in St Albans gives you access to **147,373 residents** locally in a community rich in **diversity and opportunity** for individuals and businesses.

## St Albans, Sponsorship, and Your Business' Involvement

We welcome the involvement of local businesses in our events. Our sponsorship opportunities can bring your organisation valuable publicity through exposure to large audiences, as well as provide opportunities to:

- **Interact and engage** with the public
- Demonstrate your corporate **social responsibility**
- Raise your **company profile**
- Brand **awareness**
- Gain positive, **community-focussed PR**





# Our Events

Each year, St Albans City and District Council organises 3 large street festivals. Each event focuses on a different theme, welcoming businesses, charities, families, and tourists to the local community.

Sponsorship of these festivals enables your organisation to impact, and become more involved in, our St Albans community.

## Alban STREET FESTIVAL

Celebrating the **heritage and history** of St Albans City and District, and its current **culture and diversity**.

Date: June

## Enjoy St Albans FOOD & DRINK FESTIVAL

Celebrating our **independent food and drink businesses** and industry in St Albans District, with a public festival and awards evening.

Date: September

## St Albans CHRISTMAS

**Celebrating our community** in St Albans City and District with festive entertainment to kick off the Christmas season.

Date: November





Alban  
STREET FESTIVAL





# Alban Street Festival

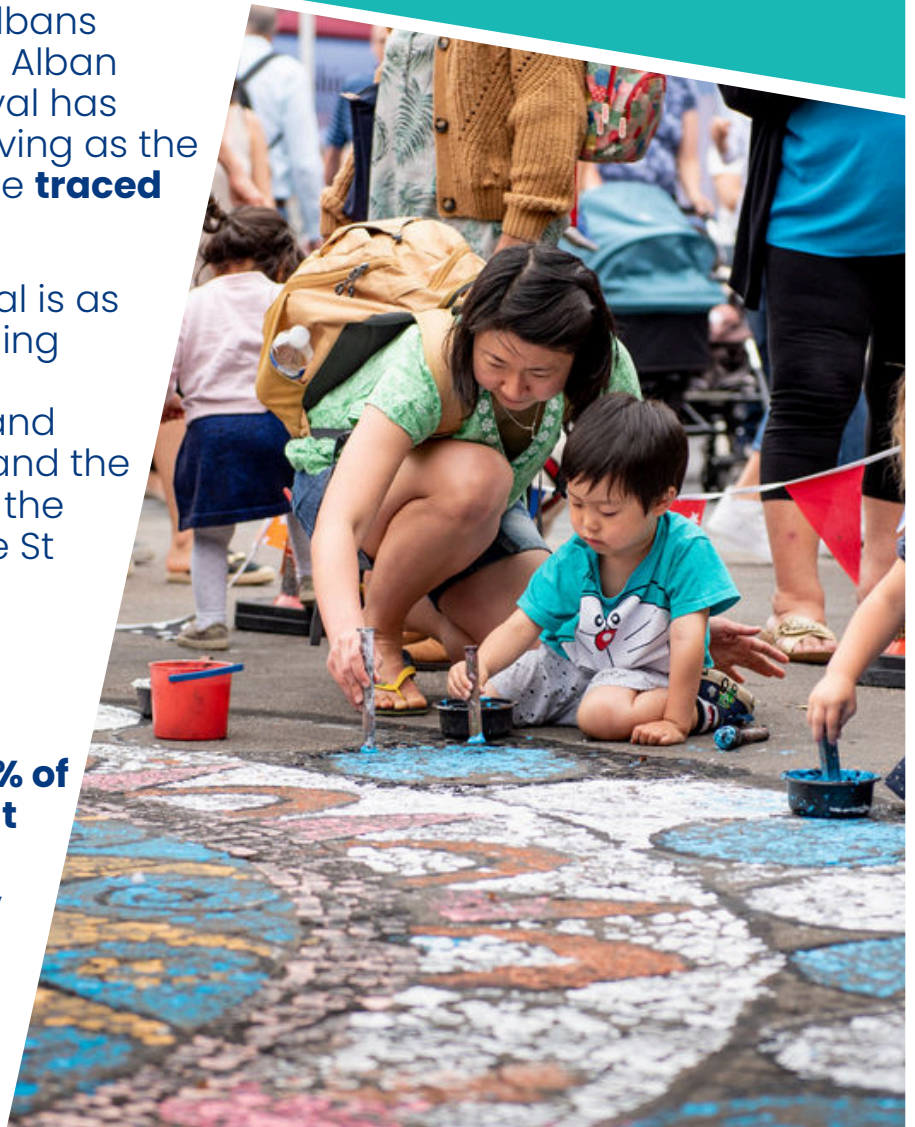
- Over **10,000** attendees
- Over **120** local artisan traders and businesses
- Over **30** live performances, street performers, and free activities, provided by local groups and educational charities

The Alban Street Festival celebrates the **heritage and history** of St Albans City and District. Concluding the Alban Weekend, the Alban Street Festival has become a modern tradition, serving as the ending to festivities which can be **traced back 1700 years**.

However, the Alban Street Festival is as much about teaching and learning about our history as it is about celebrating our future; the City and District's **culture and diversity**, and the local communities from around the world who have chosen to make St Albans home.

Event highlights:

- In a 2023 survey of festival attendees, results showed **97% of would recommend this event**
- Free art, henna, face painting, circus skills, puppetry, and more...
- Roman and medieval exhibitions and activities







Enjoy St Albans  
FOOD & DRINK FESTIVAL





# Food & Drink Festival

## St Albans Feastival

Every year we close St Peter's Street for the St Albans Feastival. We welcome **over 15,000 people** from around the country, who come to sample **street food and artisan products** from every corner of the globe, produced by **over 115 traders** and independent businesses present at the event. With stages providing live entertainment and cooking **demonstrations from industry experts**, there are many opportunities for sponsorship – to suit your organisation's requirements.



## Food and Drink Awards

The St Albans Food and Drink Festival Awards provide an opportunity to **celebrate local independent businesses** in the District. Over **340 public nominations** across 8 categories are sent to 12-person panel of food experts, with winners announced at an awards evening.

Your business has the opportunity to become an awards event sponsor, or to sponsor one of our **8 award categories**. Categories include: Restaurant of the Year, Best Local Producer, Best Pub or Bar, and Best Newcomer, among others.







St Albans  
CHRISTMAS





# Christmas Cracker

- Over **18,000** attendees from the local area and beyond
- Over **120** independent and local businesses selling street food and artisan gifts
- Over **40** live performances, performers, and festive games and activities for local residents, families, friends, and tourists

The St Albans Christmas Cracker is the largest event of the City and District's calendar, in a **festive celebration** to kick off the Christmas season. Among the local community, we welcome tourists and businesses from around the country and beyond our late-November **celebration of community**.

The St Albans Christmas Cracker provides an amazing opportunity for your organisation to **impact the local community** through event sponsorship and involvement.





# Sponsorship Opportunities

## Get involved in St Albans

Whether you wish to promote your organisation on event infrastructure, or even provide your own activities, sponsorship allows you to get involved in the local community.

### Structural engagement

Some areas and opportunities your organisation could consider supporting include:

- Logo on event collateral and promotion, including on-the-day leaflet
- Live staging
- Create and play zone (arts and crafts, and educational activities)
- Children's entertainment (individual entertainers, or whole package)
- Street entertainment
- Marquees and décor
- Community engagement initiatives





# Sponsorship Opportunities cont.

## We're flexible to you

Our sponsorship opportunities are designed to be flexible around the requirements of your organisation.

We work with you to help you meet and exceed your organisation's goals.

### Event advertising

Depending on the value of the package agreed, some of the opportunities your business might benefit from include:

- Logo on any road banners and other advertising displayed across the district
- Logo on all digital and social media promotion
- Branding of related area(s) within event site (e.g. Stage)
- 'Thank you' announcement during event
- Leafleting opportunities
- Staff engagement opportunities

### Contact us

Contact us to discuss your organisation's requirements and how St Albans City and District event sponsorship can help develop your business.







**Katherine Crafer**

Events Manager

[katherine.crafer@stalbans.gov.uk](mailto:katherine.crafer@stalbans.gov.uk)

+44 (0) 17 2781 9311

Civic Centre

St Peter's Street

St Albans

AL1 3JE

**Events Team**

[events@stalbans.gov.uk](mailto:events@stalbans.gov.uk)

+44 (0) 17 2781 9311