

THE
TASTE
Of Thames Ditton
FOOD, BEER & MUSIC
SINCE  2015

SPONSORSHIP PROPOSAL

The Taste of Thames Ditton 2016 – by Pictures



2017 Event Overview

THE
TASTE
Of Dilton
FOOD, BEER & MUSIC
SINCE 2015



- **OVER 1700 PEOPLE IN ATTENDANCE THE SECOND YEAR (2016)**
- **5 LIVE BANDS PLAYING THROUGHOUT THE DAY**
- **OVER 33 REAL ALES & CIDERS**
- **CHAMPAGNE TENT**
- **PIMMS TENT**
- **COCKTAIL BAR**
- **ARTISAN FOOD STALLS (BOTH SAVOURY & SWEET)**
- **PLENTY OF FUN ACTIVITIES FOR ALL THE FAMILY**
- **LIFESTYLE & CRAFT STALLS**

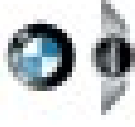
BRAND ALIGNMENT

THE TASTE OF THAMES DITTON IS AN EXCELLENT PLATFORM TO PROMOTE TO AN IDEAL TARGET AUDIENCE WITHIN THE KT7, ELMBRIDGE & SURREY AREA.

IT REPRESENTS ONE OF THE BEST LOCAL OPPORTUNITIES FOR BRANDS TO ASSOCIATE WITH A FAMILY AUDIENCE AND KEY DEMOGRAPHIC ACROSS ALL AGES GROUPS WITHIN THE THAMES DITTON & ELMBRIDGE POSTCODES.



COOPER
THAMES DITTON.



The real spirit of coffee...



GRYPHON
HOSPITALITY LTD

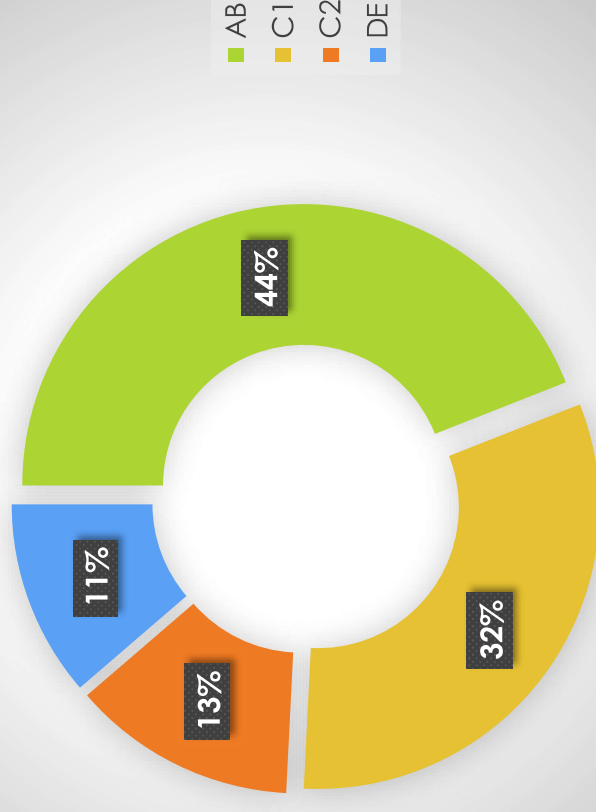


THAMES DITTON DEMOGRAPHIC

Thames Ditton has 20% more Higher and Intermediate managerial, administrative or professional households than the national average.*

GRADE	ELMBRIDGE	SURREY	ENGLAND
AB	44.03%	35.57%	22.96%
C1	31.78%	33.53%	30.92%
C2	12.89%	17.28%	20.64%
DE	11.31%	13.63%	25.49%

DEMOGRAPHIC



*Figures based on the 2011 census

SPONSORSHIP OPPORTUNITIES

**WE ARE LOOKING FOR SUPPORT FROM BRANDS AND COMPANIES
FROM AROUND THE LOCAL AREA LOOKING TO ASSOCIATE
THEMSELVES WITH THIS SUPERB EVENT IN IT'S FOURTH YEAR AFTER A
SUCCESSFUL LAUNCH IN 2015.**

The Taste of Thames Ditton offers the following benefits:

- **A family event serving the local community and celebrating Thames Ditton**
- **A real focus on local produce and suppliers**
- **Wonderful surroundings on a private 10 acre site which is safe and enclosed**

OUTBOUND MARKETING ACTIVITY



- 10,000 flyers to be distributed to local businesses and homes in Elmbridge
- Ivy Gate Estate agency for sale boards advertising the Taste of Thames Ditton all over the Thames Ditton and across Elmbridge (One of our sponsors)
- Banners around the area
- Posters in all community notice boards
- Leaflet drop into all children's book bags in schools in the Thames Ditton & Hinchley Wood area (1,000+)
- 2,000 programs with all exhibitors listed
- Social media – Facebook & witter
- Local radio (Radio Jackie)
- Back page cover advert in the About Thames Ditton Magazine in June and July/August Issue distribution of 7,000 per month to all local homes and business's
- Newspapers and local magazines
- Email marketing & database shots to over 1500 active members associated with the OC Club



Surrey Advertiser

SPONSORSHIP OPPORTUNITIES - SUMMARY

PLATINUM - £1500

- ✓ HEADLINE SPONSORSHIP
- ✓ EXCLUSIVITY PER CATEGORY
- ✓ LIMITED TO 2 COMPANIES
- ✓ ALL MARKETING MATERIAL EXPOSURE IN THE LOCAL AREA
- ✓ ONLINE & OFFLINE ACTIVITY
- ✓ ADDITIONAL PROMOTIONS THROUGH THE YEAR AT THE OC CLUB
- ✓ SOCIAL MEDIA POSTINGS
- ✓ SPACE FOR PROMOTIONAL ACTIVITIES AT THE FESTIVAL
- ✓ EMAIL MARKETING ACTIVITY TARGETED TO THE AFFLUENT LOCAL COMMUNITY

GOLD - £850

- ✓ GOLD PARTNER STATUS
- ✓ EXCLUSIVITY PER CATEGORY
- ✓ UNLIMITED TO THE NUMBER OF COMPANIES
- ✓ ONLINE & OFFLINE ACTIVITY
- ✓ SOCIAL MEDIA POSTINGS
- ✓ SPACE FOR PROMOTIONAL ACTIVITIES AT THE FESTIVAL
- ✓ EMAIL MARKETING ACTIVITY TARGETED TO THE AFFLUENT LOCAL COMMUNITY

SILVER - £400

- ✓ SILVER PARTNER STATUS
- ✓ NON EXCLUSIVITY PARTNERSHIP
- ✓ UNLIMITED NUMBERS
- ✓ ONLINE & OFFLINE ACTIVITY / EXPOSURE

BRONZE - £300

- BRONZE PARTNER STATUS
- LIMITED ONLINE & OFFLINE PRESENCE

PLATINUM – HEADLINE SPONSOR

PRICE: £3000

- ▶ Senior level Sponsorship with all branding to be added to all marketing collateral
- ▶ Logo on all printed and digital media to include website
- ▶ Main Stage Sponsor with Banner
- ▶ Logo added to video presentation for all future advertising and marketing
- ▶ 20 x complimentary family tickets for client promotions
- ▶ 10m x 20m promotional area for demonstration
- ▶ Mentioned in all local press and PR for the event through radio and all printed media
- ▶ Mentioned in all Promotional email marketing to the current database of 1500 current members
- ▶ 2 x Banner adverts on the AstroTurf pitch from signing up until 1st July 2017
- ▶ Social media promotions through Facebook & Twitter (Posting Frequency 2 x per week)

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SINCE 2015

COOPER THAMES DILTON

THE TASTE *Of Dilton* FOOD, BEER & MUSIC SINCE 2015

THE OLD CRANLEIGHAN CLUB
PORTSMOUTH ROAD, THAMES DILTON, SURREY KT7 0HB
SATURDAY 22ND JULY 2017
12NOON - 8PM

LIVE MUSIC

ARTISAN FOOD STALLS

FUN ACTIVITIES FOR ALL THE FAMILY

REAL ALE & BEER FESTIVAL

£5 for Adults
£2.50 for Children
Under 5's Go Free
£12 for Family Tickets
(2 Adults + 2 Children)

WWW.TASTEOFDILTON.CO.UK
0208 398 3052
Facebook: @thetasteofdilton
Twitter: @thetasteofdilton

GOLD – SPONSOR / PARTNER

PRICE: £1500



- ▶ Logo on the website and included in the programme
- ▶ Logo added to video presentation for all future advertising and marketing
- ▶ 10 x complimentary family tickets for client promotions
- ▶ 5m x 10m promotional area
- ▶ Mentioned in all Promotional email marketing to the current database of 2000 current members
- ▶ Banner advertising on the AstroTurf pitch from signing up until 1st July 2019
- ▶ Social media promotions through Facebook & Twitter (Posting Frequency 1 per week)



SILVER – SPONSOR / PARTNER

PRICE: £750



- ▶ Logo on the website and included in the programme
- ▶ 5 x complimentary family tickets for client promotions
- ▶ 3m x 3m promotional area
- ▶ Banner advertising on the AstroTurf pitch from signing up until 1st July 2019

BRONZE – SPONSOR / PARTNER

PRICE: £500



- ▶ Logo on the website and included in the programme
- ▶ 3 x complimentary family tickets for client promotions
- ▶ Banner advertising on the AstroTurf pitch from signing up until 1st July 2018



CONTACT US

For more information please
contact the sponsorship &
partnership team on
sponsorship@tasteofthamesditton.co.uk