



Celebrating 100 Years of Kenilworth Carnival

Be Part of a Century of Community Spirit

This year marks an extraordinary milestone — a full century of Kenilworth Carnival.

For 100 years, our town has come together to celebrate with colour, music, laughter, and a shared sense of belonging. In 2026, we honour not just the history of the carnival, but the people, businesses, and traditions that have made it thrive.

We're inviting local businesses to take their place in this year's story by joining our exclusive sponsorship programme. With seven unique sponsorship opportunities, you can showcase your brand, support the community, and help make our 100th celebration one to remember for the next hundred years.

Whether your company wants the spotlight in the grand parade, your name proudly displayed at the main arena, or to align your brand with the heart of Kenilworth's biggest annual celebration, we have a package designed to suit your goals.

Your support will directly help us create unforgettable moments — from the dazzling floats and family entertainment to the charitable causes we champion each year.

This is more than sponsorship — it's a legacy.

www.kenilworthcarnival.co.uk

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CELEBRATING
100
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FAMILY FUN AND
SMILES SINCE 1926

Sponsor a Float - up to £300

Put your brand at the heart of the celebrations!

For up to £300, your business can sponsor a Carnival Float and enjoy:

Prime Exposure: Your 5ft x 2ft branded banner proudly displayed on a lorry throughout the procession, seen by 10,000+ spectators.

Programme Presence: With the full £300 sponsorship your logo featured in a bubble advert within the official Carnival Programme – 1,000 copies distributed on the day.

Marketing Boost: Access to official Carnival imagery and branding to enhance your own local promotions and campaigns in the run-up to Carnival Day.

A fantastic way to showcase your support for the community while gaining valuable visibility for your business.



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Bronze Sponsorship Package - £500

An excellent opportunity to showcase your business and support the community.

With our Bronze package, sponsors will receive:

Event Day Exposure: A 5ft x 2ft branded banner displayed on a carnival lorry, viewed by over 10,000 spectators along the procession route.

Ongoing Visibility: Your company logo featured on our website for 12 months, ensuring lasting exposure beyond Carnival Day.

Programme Promotion: A bubble advert with your logo in the official Carnival Programme – 1,000 copies distributed to attendees.

Marketing Support: Access to official Kenilworth Carnival imagery and branding to boost your own local campaigns in the lead-up to the event.

A cost-effective way to raise your profile while proudly supporting one of the town's biggest celebrations.



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Silver Sponsorship Package - £1000

Boost your brand presence and gain extensive visibility before, during, and after Carnival Day.

With our Silver package, sponsors will receive:

Procession Exposure: A 5ft x 2ft branded banner displayed on a carnival lorry, showcased to an audience of 10,000+ spectators.

Event Field Promotion: A 6ft x 3ft banner prominently placed within the event field, maximising exposure to around 15,000 visitors throughout the day.

Digital & Media Reach: Your logo/brand featured on our website for 12 months, plus inclusion in a quarter-page advert, social media promotion, and all pre & post-event PR.

Programme Feature: Your logo displayed in a bubble advert within the official Carnival Programme – 1,000 copies distributed.

Marketing Assets: Access to official Kenilworth Carnival imagery and branding for use in your own campaigns leading up to Carnival Day.

A fantastic mid-tier package that ensures your business stands out in the community both on the day and long after the celebrations.

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Gold Sponsorship Package - £2000

Our premium package, designed to give your business the widest reach and maximum exposure across the entire Carnival.

With the Gold package, sponsors will enjoy:

Procession Presence: A 5ft x 2ft branded banner displayed on a carnival lorry, reaching over 10,000 spectators along the parade route.

Event Field Visibility: Two 6ft x 3ft banners prominently placed within the event field, maximising visibility to around 15,000 visitors on the day.

Digital & Media Reach: Your logo/brand on our website for 12 months,

A dedicated half-page feature on our sponsors page with links to your website. Social media promotion, and all pre & post-event PR.

Programme Feature: Your logo included in a bubble advert within the official Carnival Programme – 1,000 copies distributed.

Marketing Support: Access to official Kenilworth Carnival imagery and branding for your own promotional use.

Special Recognition: Promotion as a sponsor of a Carnival Class Trophy, giving your business a unique association with the celebrations.

The Gold package offers unrivalled exposure before, during, and after Carnival Day – the perfect way to show your commitment to the community while elevating your brand.



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The Platinum Sponsorship Package - £3000 - £4000

Our most prestigious package, designed for businesses that want unmatched visibility and recognition throughout Kenilworth Carnival.

With the Platinum package, sponsors will receive:

Procession Exposure: A 5ft x 2ft branded banner displayed on a carnival lorry, reaching more than 10,000 spectators during the parade.

Arena & Event Field Promotion: Four 6ft x 3ft banners placed around the main arena for maximum visibility to 15,000+ visitors. 2x 3m fabric display backdrop prominently placed in Abbey Fields to ensure standout presence at the heart of the celebrations.

Digital & Media Reach: Your logo/brand featured on our website for 12 months

A full-page advert plus a dedicated business profile on the sponsors page, complete with links to your website. Extensive coverage across social media and all pre & post-event PR.

Programme Promotion: Your company logo featured in a bubble advert within the official Carnival Programme – 1,000 copies distributed.

Marketing Assets: Access to official Kenilworth Carnival imagery and branding for use in your own campaigns.

Special Recognition: Exclusive promotion as a sponsor of a Carnival Class Trophy, cementing your company's role as a key supporter of the event.

The Platinum package is the ultimate sponsorship opportunity, offering year-round brand presence, premium exposure on Carnival Day, and lasting recognition within the community.

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Diamond Sponsorship - £5000

Our flagship sponsorship package, designed for businesses that want to be front and centre of Kenilworth Carnival with unparalleled visibility, recognition, and VIP benefits.

With the Diamond package, sponsors will receive:

Parade Exposure: A 5ft x 2ft branded banner displayed on a carnival lorry, viewed by over 10,000 spectators during the procession.

Event Field & Stage Promotion: Six 6ft x 3ft banners strategically placed around the main arena, stage area, and event field to reach 15,000+ visitors.

A 3m fabric display backdrop positioned on or beside the main stage for maximum visibility. Your company logo featured on all entertainment & stage promotions throughout the weekend.

Digital & Media Reach:

A full-page advert on our website with business details and links to your site. Your brand featured in social media campaigns and across all pre & post-event PR for lasting exposure.

Programme Feature: Your logo displayed in a bubble advert within the official Carnival Programme – 1,000 copies distributed.

Marketing Assets: Access to official Kenilworth Carnival branding and imagery to boost your own promotional activity.

Special Recognition: Promotion as a sponsor of a Carnival Class Trophy.

VIP Benefits: A 3m x 3m branded gazebo and VIP area for you and your guests to enjoy the whole weekend in prime position near the main stage.

The Diamond package offers unrivalled access, prestige, and visibility, ensuring your business stands out as a leading supporter of the community and Kenilworth Carnival.