



Chair: Patrick Weston, Potters Farm, Crabbe Road, Wighton, Wells-next-the-Sea, NR23 1PN Tel. 07771 874997
Secretary: Fran Marshall, Angles, Invaders Court, Wells-next-the-Sea, Norfolk, NR23 1JW email: wellscarnival@live.co.uk

Wells Carnival Week – Fri 29th July to Sun 7th August, 2022 incl.

After a break of 2 years we are finally heading rapidly towards Wells Carnival 2022. The volunteer committee has been busy organising a thrilling week of entertainment for locals and holiday makers of all ages.

The Carnival has been running for more than 100 years and we acknowledge the tremendous work done by the very many people before us. It is not just the committee but all our helpers, supporters, sponsors & advertisers who make it all possible. We were delighted to receive two highly regarded awards, pre Covid (feels such a long time ago). **We were voted 2nd most popular UK carnival in Holiday Lettings by Trip Advisor & in early 2020 we won 'Family Event of the Year' in the EDP Norfolk & Suffolk Tourism awards.**

In 2019 we estimate well over 25,000 people enjoyed the week making it an ideal time to promote your business, as well as support us. Extensive coverage is always given by The EDP, Fakenham & Wells Times, local glossy magazines, the superb Quay magazine and local TV & radio. The Carnival is not just about ensuring people have a good time. It also promotes Wells and brings additional visitors to the area. Many visitors who come in the summer book to return at other times of the year.

Carnival gives a wonderful opportunity for local groups and community projects to publicise themselves and raise much needed funds. On Carnival Day a bucket collection, taken during the parade, raises funds for local good causes. The committee added to the bucket collection in 2019 and distributed grants of almost £8500 to 27 organisations at our AGM in October. We estimate, in addition to this, individual local groups & charities raised well in excess of £5000 during the week.

We continue to work closely with various venues providing a wide ranging programme of activities and entertainment around the town. Whilst many events will be centered on The Buttlands and in the Carnival Marquee we will also be using The Maltings, The Beach Café, and The Quayside amongst others. Obviously car parking spaces continue to be a challenge and Holkham Estate will open the overflow car park as soon as becomes necessary during the week, ensuring visitors will always find space to park during the day.

We rely on your support to cover some of the cost of the Carnival and this year is no different. The committee work tirelessly throughout the year, sorting, repairing and constructing along with fundraising outside of Carnival week. Once again we supported Christmas Tide, which was a tremendous success, and we will continue to provide refreshments at various community events around the town. In addition to spending the week organizing and running the activities, we also sell merchandise, run tea tents, bucket rattle, organise raffles etc. etc. and with the pitch fees from stall bookings going to fund Carnival. However, there is still however a tremendous shortfall – so once again we are asking:

“Please help and support Wells Carnival 2022!”

We obviously greatly appreciate the sponsorship by local businesses, who help fund the larger events, but we also value every single donation and raffle prize. We have introduced many ways you can **ALL** support us from just a few pounds to major sponsors of £1000 and above. You could sponsor an event (or a share of an event), advertise in our programme, promote your business on our website, have a donation box, decorate your premises for Carnival or simply donate a raffle prize. Every donation helps. We also welcome any other suggestions!

Please take time to read the following information and consider ways you would be able to help. If more than one business wishes to get together to provide joint sponsorship, we would love to hear from you.

We would appreciate forms to be returned at your earliest convenience, but no later than QG May 2022. To help with the smooth running of the Carnival please ensure payment is made with advertising requests and also sponsorship, where confirmed.

Best wishes to you all for the coming year and many thanks for your support.

Patrick Weston
Wells Carnival Ltd., Chair



Programme Advertising 2022

Every house and business in Wells will receive a free programme for this year's Carnival with additional copies available for visitors to purchase at £1.00 each. The programme offers you the chance to show your support for Wells Carnival and to present your business both to local residents and to visitors. For tourist attractions and businesses, it's the perfect way to reach holiday-makers and suggest places to visit during their stay.



Advertising is inexpensive and good value for money. The money for the advertising is used to print & distribute the free programmes, any surplus is added to Carnival funds which are put towards the Carnival's running costs. This year the advertising rates are:

COLOUR ADS	
Inside front cover L or R (128.5mm x 190mm)	£275
Centre Left OR Centre Right (128.5mm x 190mm)	£265
Inside back cover L or R (128.5mm x 190mm)	£250
Inside programme whole page (128.5mm x 190mm)	£250
Inside programme 1/2 page (either 128.5mm x 94mm or 63mm x 190mm)	£150
Inside programme 1/4 page (128.5mm x 46mm or 63mm x 94mm)	£100
Inside programme 1/8 page (63mm x 46mm)	£ 60
NON COLOUR PAGES WITH SPOT COLOUR	
Whole page (128.5mm x 190mm)	£170
1/2 page (either 128.5mm x 94mm or 63mm x 190mm)	£120
1/4 page (either 128.5mm x 46mm or 63mm x 94mm)	£ 70
1/8 page (63mm x 46mm)	£ 40

We are happy to design and make up a simple text advert for you at no extra charge * *Sara is also happy to design an advert for you at a reasonable fee* – if you would like either of these services please tick the box on the order form and we'll contact you soon.

If you are a new advertiser, or a repeat advertiser who wants a new ad, please send any words and pictures, you want to appear in your advert, as an email to: sphillips@naturalsoap.co.uk Please note we cannot accept anything in Microsoft Publisher. Please phone 01328 711717 if you need more help.

Carnival Sponsorship 2022

A major part of the Carnival's success is the unstinting and continued support of Wells people and businesses, from sponsorship or advertising to funding events. However, we are finding it more expensive than ever to put on a good show and to ensure as many people as possible are catered for.

Wells Carnival attracts excellent publicity and extensive press and radio coverage in the run up to and during Carnival week. There are lots of ways that local businesses and individuals can contribute to Wells Carnival 2022.

Please note the pricing of many events does not cover the true cost of staging the event which is often considerably more. Businesses may wish to consider joint sponsorship of the costlier events.

- 1 Sponsor a whole event during Carnival week - If you sponsor an event outright, you will receive full credit in the Carnival programme and in any event publicity we do before and during Carnival week. Please note that sponsorship will be awarded on a first come, first served basis. Please see the enclosed provisional programme and estimated costs.
- 2 Contribute towards an event/carnival expenses - If you do not wish to sponsor a whole event, we are equally grateful for smaller cash donations. We will have a page in the programme dedicated to supporters of Carnival, information added to our website and sponsor's will be prominently displayed in the town on our programme boards.
- 3 Have a link from our website: www.wellscarnival.co.uk - We are offering a link to your business at a rate of £30 p.a.
- 4 Donate a prize - If you would prefer to give a prize it will be used in one of the raffles held throughout the week.
- 5 Have programmes to sell to visitors in your shop or premises - All Wells residents will receive a programme. The remainders are available for visitors to the town at a charge of £1.00 each, to help with running costs of Carnival. A Carnival collection box will be provided for the payments plus donations.
- 6 Take part in Spot the Stranger competition - You decorate your shop window to include a hard to spot item which you would not otherwise expect to find there. You then display a sticker in your window and are part of the trail competitors follow.

If you would like to advertise in this year's Carnival programme AND/OR sponsor Wells Carnival (or would like to be involved in any other way), please fill in and return the enclosed form a.s.a.p. OR by May 2nd 2022 at the latest.

Cheques payable to Wells Carnival Ltd., please or by **BACS** to:

Account Name: Wells Carnival Ltd., Sort code: 203081 Account No: 03838226

Wells Carnival 2022



Your name..... Business name (if applicable).....

Address..... Postcode:

Phone number..... Email address.....

I/We would like to Support Wells Carnival 2022 by:

(Please tick **ALL** the boxes you are interested in.)

- Sponsoring an event outright
- Contributing towards an event/carnival expenses
- Link from the Carnival website @ £30 per annum. Email details to me at:
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- Donating a prize to be used in one of the raffles
- Selling programmes in my shop/premises with a collection box
- Taking part in Spot the Stranger
- Alternative suggestion: please give details:
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I/We would like the following size advert in the Wells Carnival 2022 programme:

- Inside front cover L or R (colour) @ £275
- Centre pages L or R (colour) @ £265
- Inside back cover L or R (colour) @ £250
- Whole page (colour) @ £250
- Half page (colour) @ £150
- Quarter page (colour) @ £100
- Eighth page (colour) @ £60
- A whole page (non-colour) @ £170
- A half page (non-colour) @ £120
- A quarter of a page (non-colour) @ £70
- An eighth of a page (non-colour) @ £40

PLEASE TICK ONE OF THE BOXES BELOW

- I would like a simple text only advert designed and made up at no extra charge. Please contact me.
- I would like an advert designed for my business. Please contact me.
- I would like to repeat my last advert
- I will send my pre designed advert, by email, to Sara: sphillips@naturalsoap.co.uk

Please return your completed form & cheque (payable: Wells Carnival Ltd., **OR** by BACS to:
Account Name: Wells Carnival Ltd., Sort code: 203081 Account No: 03838226) by 2nd May 2022 to:
Shirley Golding, 64 Staithe St, Wells-next-the-Sea, NR23 1AQ t: 07990 720887
email: wellscarnival@live.co.uk



WELLS CARNIVAL PROGRAMME 2022 PROVISIONAL LISTINGS

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Please note, this list is NOT complete. Events not requiring sponsorship may have been left off and others may be added at a later date. The prices below, in some cases, reflect help towards the staging of an event and not the true cost of the event. Businesses may wish to consider joint sponsorships for costlier events.
Please call Shirley 07990720887 if you wish to discuss sponsorship.

DATE	EVENT	TIMINGS	PLACE	SPONSORSHIP
Sun 24 Jul	Raft Race	Afternoon	Wells Quay	£250 n/a
	Duck Race	Afternoon	Wells Quay	£150
	Pot of Gold Shanty Men	Afternoon	Wells Quay	£100
Fri 29 July	Evening with Rod (Stewart)	Evening	Carnival Marquee	£500
Sat 30 Jul	Carnival Crafts	Morning	Carnival Marquee	£50
	BMX Team	Morning	Wells Skate Park	£150
	Live Music-Uncle Funk's Disco Inferno & support	Evening	The Buttlands	£1000min/refer
Sun 31 Jul	Clay Shoot	From 11am	Off Freeman St	£250
	YOLO-Showcase of activities for youngsters & teens	All Day	Carnival Marquee	£175
	Carnival Fete Day	From 11am	The Buttlands (sponsor the whole day or parts thereof)	£500
	Live Music Fakenham Town Band			£200
	Produce Competition prizes/cups etc			£150
	Tug of War			£100
	Children's games/competitions			£100
	Live Music-Wandering Wings & support	Evening	The Buttlands	£1000/refer
	Country Western-Tennessee Stud	Evening	Carnival Marquee	£300
Mon 1 Aug	Captain Dantastic	All Day	Carnival Marquee	£275
	Little City	All Day	Gordon Barratt Hall	£275
	Teddy Bears Picnic	Afternoon	Wells Pinewoods	£200
	Street Dance Workshop	Afternoon	Maltings Theatre	£150
	Illustrated talk with Andy Bloomfield	Evening	Maltings Theatre	£150
	Open Air Cinema & live support	Evening	The Buttlands	£1000/refer
Tues 2 Aug	Munchkin and Me	Morning	Carnival Marquee	£150
	Food & Craft Fair inc. entertainment	All Day	The Buttlands	£750
	Football Skills	All Day	Recreation Field	£200
	Gospel/Soul singing workshop	Morning	Congregational Ch	£125
	Cruise Theme – Live cabaret show	Evening	Carnival Marquee	£500
Wed 3 Aug	Painting Competition	All Day	Carnival Marquee	£150
	Sandcastle Competition	Afternoon	Wells Beach	£150 N/A
	Dog Agility Show	Afternoon	The Buttlands	£100
Thur 4 Aug	Felting drop in workshop	Morning	Carnival Marquee	£150
	Adult 'fun' painting competition	Morning	Carnival Marquee	£100
	Children's Party – Pirate Theme	Afternoon	The Buttlands	£275
	Outdoor Children's Pirate Disco	Afternoon	The Buttlands	£250
	Run next the Sea comp/fun run	Evening	Beach Cafe	£100
	Teen Lazer Club Night	Evening	Carnival Marquee	£250
	Live Music-Old Time Sailors	Evening	The Buttlands	£1000/refer
Fri 5 Aug	Gillying Comp	Afternoon	Quayside	£100 n/a
	Funforce children's activities	All Day	The Buttlands	£300
	Day Glo Indy Darc Puppet Shows x3	All Day	Maltings Theatre	£300
	Afternoon Tea with pianist & guest speaker	Afternoon	Carnival Marquee	£325
	Live Music-Shine On (Brit Pop/90's)	Evening	The Buttlands	£1000/refer
Sat 6 Aug	Carnival Day inc. Arco Iris Samba Band, Inspire, Thundermental & children's entertainers etc	All Day	The Buttlands	£1000/refer
	Carnival Day Prizes			£500
	Live Music-The Tzars & Katy Perry tribute	Evening	The Buttlands	£1000/refer
Sun 7 Aug	Classical Tea Party – Andre Rieu Themed	Afternoon	The Buttlands	£1000/refer

OTHER ITEMS/EVENTS REQUIRING SPONSORSHIP

Carnival King/Queen – each	£200n/a	Flower arrangements for Royals	£100	History Walks	£75
Carnival Young VIP/senior	£100	Tiara's for Queen/VIP/Attendants	£75	The Rambling Quiz	£50
Carnival Young VIP/senior	£100	Hair & Makeup for Queen etc	£80	Murder Mystery Quiz	£50
Carnival Junior Attendant x 2	£100	Junior Town Crier	£100	A Wells Wander	£50
Carnival Junior Attendant x 2	£100	Don't ask Mr Google Quiz	£50	Sound & Lighting	£500

Any financial help towards Carnivals running costs e.g. admin, insurance, First Aid (St.John), sound and lighting, toilets, equipment, training, storage etc. would be most gratefully received.

THE CARNIVAL COMMITTEE IS AN ENTIRELY VOLUNTARY GROUP.

We very much appreciate businesses who support Carnival by advertising in the Carnival Programme. This enables us to produce a full and informative guide to Carnival and any excess monies go towards our running costs