



2025 Sponsorship Opportunities

About the 2024 Fair - Highlights

The **biggest annual community,
event** in Richmond

5,000+ visitors on the day

Run by local people for local people in aid of local good causes

More than 50 helper volunteers from the local community

Over 250 charity and small business stalls
(up over **100%** from 2023)

**Lots of fun
for all!**

Benefits of Sponsorship

- Reach and exposure - your brand will be advertised to thousands (200k+) of Richmond residents and beyond
- As a primary sponsor of the Fair, your brand, company name and logo will be promoted / prominently displayed across all of our communications / touch points
- Your own page on the Fair website, before, during and after the Fair with a link to your website
- Your logo on the home page of the Fair website
- Publicity - your brand, name and logo will be prominently displayed on all posters, flyers, banners and maps advertising the Fair and extensively promoted on social media platforms
- Free double stall space 6m x 3m at the Fair

Your generous sponsorship will give the Committee financial backing to plan and run the 2025 Fair

**Share in the success
by supporting next
years Fair!**



More About the Fair

- The Fair is over **50 years old**
- It provides local charities with an opportunity to raise **much needed funds and increase the awareness of their important work** in the community
- **Over 5,000 visitors** to the Fair can see and experience your brand and more on our social media platforms
- The Fair is **extensively publicised** and hugely popular event of the Summer for residents of Richmond and wider London
- **The Fair is packed full of fun** - with a Victorian Fun Fair (rides for the kids), dog show and competition (with over 250 entries), over 250 charity & small business stalls, 3 BBQ's run by local Scout groups, a champagne bar and an amazing performance stage featuring live entertainment all day by local schools and artists
- The Fair is a **free family event**
- **Sponsorship is critical** to successfully running the event and paying for the main expenditure items including services and staging high quality entertainment
- The **costs involved in running the Fair far exceed the income** from its 250+ stallholders
- The Committee, local charities and community are **extremely grateful for the generosity of our main sponsors**
- **New Fair website launched in late 2023 automated the stallholder application** process and has given the Fair an excellent platform for **wide publicity**
- The **Fair is run by a small volunteer Committee**, Chaired by Pamela Fleming

Visitors Comments

"The May Fair is the highlight of our Summer in Richmond. We are so pleased that it has returned after COVID and wouldn't miss it for the world!"

"I love sitting with my family and watching the local bands and performances with a sausage & homemade cake - it's a perfect day out!"

"I volunteered to help run the fair this year and it feels so good to be part of such a successful community event"

"We love being part of this amazing community event. It is so important for us to advertise our work locally and raise funds. Our volunteers love to get involved. There is such a buzz about the day!"

"The dog show and competition is really fun to watch. It is great to see so many different breeds and their proud competitive owners!"

Online Exposure

- New Fair branding with colourful, eye-catching logo and website launched in late 2023
- Since its launch the Fair website has had over **20,000** page views!
- In May 2024, **95%** of all traffic was made up of new visitors
- Since the Fair, **26%** of online visitors are returners to the site
- **Doubled** number of Instagram followers from 2023
- X/Twitter followers increased **50%** year-on-year



On-the-Ground Visibility

- **1,000 branded letterbox flyers** delivered to local residents in the lead up to the Fair
- **5,000 branded site maps** distributed to visitors on the day
- **250 large branded A3 & A4 posters** displayed in shop windows and public areas advertising the Fair
- Multiple **large branded posters** and **signage** displayed around the site on the day
- **Hundreds of tote bags** sold on the day



About the 2025 Fair

Date: Saturday 10th May 2025

**Save the
date!!**

Promises to be bigger & better than ever!

Committee has commenced planning already

Stallholder applications can be made from Christmas / Dec '24

Fair updated branding will incorporate the Twinning Reaffirmation
with Fontainebleau and Konstanz taking
place next Summer

**Join in the fun
in 2025!**

Sponsorship Packages

Gold Sponsorship £10,000

Primary Sponsor
Opportunity

- ✓ We are offering **one** local business / organisation the opportunity to become the **Primary Sponsor** of the Richmond May Fair
- ✓ Your business / organisation will be promoted as the overall, **Primary Sponsor** of the Richmond May Fair
- ✓ Your brand, name and logo will be **prominently** displayed on all posters, flyers, banners and maps advertising the Richmond May Fair
- ✓ Your own page on the Richmond May Fair website (www.richmondmayfair.co.uk), before, during and after the Fair with a link to your own website
- ✓ Advert or logo on home page of the Richmond May Fair website
- ✓ Your business/organisation will be extensively promoted on social media platforms
- ✓ Premium site location and size stall space (6m x 3m) at the Richmond May Fair

Silver Sponsorship £2,000

- ✓ Your business / organisation will be promoted as a key sponsor of the Richmond May Fair
- ✓ Your brand, name and logo will be displayed on all posters, flyers, banners and maps advertising the Richmond May Fair
- ✓ Your brand, name and logo will be displayed on the home page of the Richmond May Fair website
- ✓ Your business/organisation will be promoted on social media platforms
- ✓ Double size stall space (6m x 3m) at the Richmond May Fair

In addition, a special opportunity exists to sponsor the free stage and local performance entertainment on the day promoted and broadcast live by Riverside Radio.

Bronze Sponsorship from £750

- ✓ Awarded to businesses / organisations / individuals for a minimum donation of £750
- ✓ Your brand, name and logo will be displayed on the Richmond May Fair website
- ✓ You will be promoted in our promotional material
- ✓ Stall space (3m x 3m) at the Richmond May Fair

Performance Stage & Entertainment Package Sponsorship £5,000

- ✓ Your business / organisation will be promoted as a key sponsor of the Richmond May Fair
- ✓ Your branding extensively displayed around the Entertainment arena on the day
- ✓ Your brand, name and logo will be displayed on all posters, flyers, banners and maps advertising the Richmond May Fair
- ✓ Your brand, name and logo will be displayed on the home page of the Richmond May Fair website
- ✓ Your business/organisation will be promoted on social media platforms and live on Riverside Radio on the day
- ✓ Double size stall space (6m x 3m) at the Richmond May Fair

Gold Sponsorship £10,000

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