



HERTFORD TOWN COUNCIL

# HERTFORD EVENTS

Sponsorship Opportunities for all

2025





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HERTFORD TOWN COUNCIL

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In this guide we provide an indication of our suggested benefits and sponsorship opportunities. These will be discussed with you and may be subject to change.

# WELCOME

Hertford Town Council takes pride in delivering popular and well attended annual community events. Our diverse programme includes music festivals, food and drink events, Christmas markets and much more. We are excited to host our first Eco Fest in 2025 and are delighted to welcome back the Hertford Family Pride Day, following its well received launch in 2024.

Our innovative programme of events brings people from all parts of the community in Hertford, and its surrounding areas, together. The programme showcases our wonderful County town.

We value the significant contribution of the business community to the prosperity of Hertford and it is our pleasure to invite you to consider becoming a sponsor of one, or more, of these community events.

Sponsoring a Hertford event offers you a unique opportunity to demonstrate your support of our County town whilst giving positive exposure to your business. The following pages of this brochure provide details of our sponsorship packages, each of which can provide your business with increased visibility and the satisfaction of supporting the community in which you operate.

Sponsorship packages to suit all budgets are available and Hertford Town Council welcomes discussion on how we can tailor any package to better meet your requirements. Your support over the coming years will play a vital role in making Hertford an even more vibrant and prosperous place to live, work and visit.

We look forward to working with you in 2025 and beyond.

Joseph Whelan  
Town Clerk



Hertford Town Council welcomes engagement with the business community. If you are not already signed up for updates on our Business Breakfast or our Refill Scheme, please get in touch via the information at the back of the brochure.



HERTFORD TOWN COUNCIL





# HARTS FEST 2025

## 12TH APRIL

A free family event to celebrate and promote art and literature in and around Hertford. From music, dance and drama to art, craft and literature, Hertford Castle will host a range of activities, in partnership with local businesses and groups, suitable for both adults and children of all ages.

### Sponsorship Package includes:

- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within the event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.



**Price: £300 + VAT**

See page 18 for Price Details

**Expected footfall  
across the day:  
3,000**



# HERTFORD ECO FEST

## 11TH MAY

A festival designed to celebrate environmental sustainability and raise awareness of the small changes we can all make to reduce our carbon footprint and save money. Free to attend; fun activities, live entertainment, food and drink and craft stalls will feature alongside information and education around money saving ideas and carbon reduction.

### Sponsorship Package includes:

- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.
- Sponsorship announcements during the event.

### Price: £300 + VAT

See page 18 for Price Details

**Expected footfall  
across the day:  
3,000**



# CARS AT THE CASTLE

1ST JUNE

Cars at the Castle is one of the largest FREE car shows in Hertfordshire, with over 60 exhibiting cars and motorcycles, set within the picturesque grounds of Hertford Castle. With live music, food and drinks stalls, and the Castle open for the public to explore, there is something for everyone.

## Sponsorship Package includes:

*"I have attended a lot of classic shows over the past few years and I can honestly say this was one of the very best events of this type I have ever attended."*

*Car Exhibitor 2024*

- The opportunity to judge and award the "Car Competition" at event.
- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.
- Sponsorship announcements during the event

**CARS**  
**AT THE**  
**CASTLE**

**Price: £550 + VAT**

See page 18 for Price Details

**Expected footfall  
across the day:  
5,000**





# HERTFORD FAMILY PRIDE DAY

## 14TH JUNE

Free to attend, this event aims to bring the local community together to celebrate inclusion and diversity in Hertford with the simple message: "BE KIND. BE YOURSELF. ALL ARE WELCOME". Set on the picturesque main lawn at Hertford Castle, the day will include a full line up of family friendly entertainment and activities, food and drink stalls and Hertford Castle will be open for visitors to explore free of charge.

### Sponsorship Package includes:

- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.

**Expected footfall across the day:**  
**3,000**

**Price: £300 + VAT**

See page 18 for Price Details



# BEER AND WORLD FOOD FESTIVAL



## 5TH & 6TH JULY

This highly anticipated and popular event kicks off on the 5th July in Hertford Town Centre with offers and discounts from many of the town centre businesses, which can be redeemed via the online 'Foodie Passport'. At Hertford Castle on the 6th July, visitors can enjoy an afternoon sampling international cuisine from an array of stallholders, live world music and an extensive beer tent.



## Sponsorship Package includes:

*"Best market for us to date and thank you again for giving us the opportunity to showcase our local products in our hometown"*  
Stallholder, 2024

- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Branding on online 'Foodie Passport'.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £50.
- Sponsorship announcements during the event.

### Prices:

£150 + VAT (Foodie Passport)  
£850 + VAT (Castle Event)

See page 18 for Price Details

**Expected footfall  
across the day:  
7,000**

# TEDDY BEARS' PICNIC

## 20TH JULY

Hertford Town Council warmly welcomes families and friends to attend the ever popular annual Teddy Bears' Picnic. A family fun day filled with activities and entertainment for the children set within the beautiful Hertford Castle grounds.



### Sponsorship Package includes:

- Branding on event stage.
- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £65.
- Sponsorship announcements during the event.

**Price: £500 + VAT**

See page 18 for Price Details

**Expected footfall across the day:  
5,000**

# ROCK AT THE CASTLE

20<sup>th</sup>  
ANNIVERSARY

3RD  
AUGUST

Hertford Castle rocks with, the never to be missed, event of the season. With performances spanning across multiple stages, covering a wide range of music tastes, this event is hugely popular and suitable for all. This event is a charity fundraiser, raising funds for a different local charity each year.



ROCK AT THE  
CASTLE

*"Great atmosphere, well organised and we will definitely come again!"*  
Facebook User

## Sponsorship Package includes:

- Branding on event stages.
- Branding on all printed publicity including event posters and banners, plus the event programme.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £100.
- Sponsorship announcements during the event.
- 10 VIP wristbands providing access to control tent for toilets and refreshments.
- See price details for other sponsorship opportunities for this event.

Price:  
**£1500 + VAT**

See page 18 for Price Details

**Expected footfall  
across the day:  
10,000**

# HERTFORD PLAY DAY

# 6TH AUGUST

In conjunction with the national “Play Day” - a day for play - the beautiful grounds of Hertford Castle will be filled with child-friendly activities, games and entertainment.



## Sponsorship Package includes:

- Branding on all printed publicity including event posters and banners.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibition pitch (3x3m) at event worth £65.

**Price: £300 + VAT**

See page 18 for Price Details

**Expected footfall  
across the day:  
2,000**

# HERITAGE DAY

# 21ST SEPTEMBER

In conjunction with the national Heritage Open Days weekend, Hertford Town Council hosts an annual Heritage Day event. Hertford Castle grounds are transformed to include interactive medieval encampments and visitors can enjoy a programme of entertainment including fire breathing, storytelling, battle re-enactments and much more.



## Sponsorship Package includes:

**Expected footfall  
across the day:  
5,000**

- Branding on all printed publicity including event posters and banners.
- Publicity within the event social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £40.
- Sponsorship announcements during the event.

**Price: £300 + VAT**

See page 18 for Price Details

# CHRISTMAS IN HERTFORD



**28TH - 30TH  
NOVEMBER**

## Hertford Town Christmas Gala

**28TH NOVEMBER**

## Hertford Castle Christmas Market

**28TH - 30TH NOVEMBER**

Hertford celebrates Christmas in style with a weekend of festivities, including the Hertford Town Christmas Gala and the Hertford Castle Christmas Market. There is a non-stop programme of entertainment, including the Christmas Light Switch-On, fairground rides, food and drink stalls and the ever popular Christmas market! Grab the attention and secure exposure to thousands of people from Hertford and the surrounding areas with the following sponsorship opportunities, offering excellent value for money.

## The Hertford Town Christmas Gala



- Branding on all printed publicity including event posters and banners, plus the event programme.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £75.

**See next page for  
prices - options can  
be tailor made to  
suit you**

# CHRISTMAS IN HERTFORD



28TH - 30TH  
NOVEMBER

## The Herford Castle Christmas Market



Image credit: BG Droneshots

- Branding on all printed publicity including event posters and banners, plus the event programme.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings the on [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Free exhibitor pitch (3x3m) at event worth £210 for 3 days.

**Gala & Market  
Price:  
£1500 + VAT**

## 'Storytime with Santa' at Hertford Castle



- Exclusive sponsorship of 'Storytime with Santa' which takes places during the Hertford Castle Christmas Market weekend.
- Space for promotional material at the entrance and exit of the event location.
- Inclusion in all event publicity, printed and online.

**Price:  
£300 + VAT**

See page 18 for Price Details

# CHRISTMAS IN HERTFORD



28TH  
NOVEMBER-  
6TH  
JANUARY

## Festive Lights Opportunities

Help make Hertford shine and sparkle this Christmas with the following festive light opportunities. From exclusive sponsorship of the entire suite of lights to any one of our light up stand alone pieces, there is an opportunity for all budgets.



### “Hertford Town Centre Festive Lights brought to you with support from...”

- Exclusive sponsorship of the entire suite of Festive Lights 2025 including all crossovers, column wraps, the Town Centre Christmas Tree and the standalone set-pieces.
- Inclusion in all event publicity including printed materials such as event posters, banners and event programme.
- Publicity within the social media campaign, pre and post event.
- Sponsor links will be included within event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- Sponsorship announcements during the Hertford Town Gala and the Hertford Castle Christmas Market, including a thank you message from the Mayor of Hertford at the lights Switch-On.

Price:

£8000 + VAT

See page 18 for Price Details

# CHRISTMAS IN HERTFORD



28TH  
NOVEMBER-  
6TH  
JANUARY

## Festive Lights Opportunities



### Hertford Photo Frame

- Exclusive sponsorship of the Hertford Christmas Photo Frame, ideal for Christmas 'selfies'.
- A sign next to the set-piece item to read "Brought to you by" or wording of your choice.
- Option to include a QR code on the sign to drive footfall to your website.
- Inclusion in event publicity, printed and online.



### Hertford Light Up Throne

- Exclusive sponsorship of the Hertford Christmas Light Up Throne.
- A sign next to the set-piece item to read "Brought to you by" or wording of your choice.
- Option to include a QR code on the sign to drive footfall to your website.
- Inclusion in event publicity, printed and online.

Prices from:  
**£750 + VAT**

See page 18 for Price Details



# HERTFORD TOWN CENTRE CHILDREN'S TRAILS

In collaboration with the Secret Society of Hertford Crafters, Hertford Town Council organise three children's trails across the year. Children are given a trail map to follow and discover the themed knitted characters hiding in shops and shop windows across Hertford Town Centre. Trails take place during Easter, Summer and Christmas school holidays.

## Sponsorship Package includes:

- Publicity within the event social media campaign, pre and post event.
- Branding on printed publicity including event posters and the trail map.
- Sponsor links will be included within the event listings on the [gohertford.co.uk](http://gohertford.co.uk) and [hertford.gov.uk](http://hertford.gov.uk) websites.
- Acknowledgement within the event press release.
- The opportunity to select a character to hide in your business premises as part of the trail.

*"We had a stream of children and families visiting our shop all summer, it was great!"*  
Willow Foundation

Over 2,000  
trail maps  
printed or  
downloaded  
per trail.

Prices from:  
**£200 + VAT**

See page 18 for Price Details



## PRICE LIST 2025

Event	Event Date	Sponsorship Package	Sponsorship Price
HArts Fest See page 04	12 <sup>th</sup> April	All	£300 + VAT
Hertford Eco Fest See page 05	11 <sup>th</sup> May	All	£300 + VAT
Cars at the Castle See page 06	1 <sup>st</sup> June	All	£550 + VAT
Hertford Family Pride Day See page 07	14 <sup>th</sup> June	All	£300 + VAT
Beer and World Food Festival See page 08	5 <sup>th</sup> – 6 <sup>th</sup> July	'Foodie Passport'	£150 + VAT
		Castle Event (6 <sup>th</sup> July)	£850 + VAT
Teddy Bears' Picnic See page 09	20 <sup>th</sup> July	All	£500 + VAT
Rock at the Castle See page 10	3 <sup>rd</sup> August	Main Event Sponsor	£1500 + VAT
		Garden Stage (only) Sponsor	£200 + VAT
Hertford Play Day See page 11	6 <sup>th</sup> August	All	£300 + VAT
Heritage Day See page 12	21 <sup>st</sup> September	All	£300 + VAT
Christmas in Hertford See pages 13 - 16	28 <sup>th</sup> – 30 <sup>th</sup> November	Both events – Gala and Christmas Market	£1500 + VAT
See page 14	28 <sup>th</sup> – 30 <sup>th</sup> November (Exact date to be confirmed)	'Storytime with Santa'	£300 + VAT
See pages 15 – 16		Festive Lights includes entire suite of lights with 'Photo Frame' and 'Light Up Throne'	£8000 + VAT
See page 16		'Photo Frame' only	£750 + VAT
See page 16		'Light Up Throne' only	£750 + VAT
See page 16		'Photo Frame' <b>and</b> 'Light Up Throne'	£1250 + VAT
Hertford Town Centre Children's Trails See page 17	3 trails across the year: Easter Summer Christmas	All	£200 + VAT per trail <hr/> £450 + VAT includes all 3 trails

### Contact us

If you have any questions or would like further information on any of the sponsorship opportunities, please do get in touch. We welcome discussion on how we can tailor any package to better meet your needs.

 01995 552885  [events@hertford.gov.uk](mailto:events@hertford.gov.uk)



## HERTFORD TOWN COUNCIL

The Castle, Hertford, SG14 1HR

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