Engage with the community and raise the profile of your business in Alton with various opportunities available

www.alton.gov.uk
Community engagement and sponsorship information for local businesses

There are many ways that businesses can promote themselves both to Altonians and wider audiences through offering support for community projects in the town, sponsorship of local events or contributing towards High Street displays.

Every year Alton Town Council delivers a varied programme of events designed to enrich the lives of Altonians, promote good health and well-being, encourage community cohesion and inclusivity as well as promoting events which attract visitors to the town and boost the local economy. The Year begins with the traditional Pancake Race in February half-term. The Walking Festival, which continues to grow in its popularity, runs throughout the entire month of May and is closely followed by the town’s very own ‘Last Night of the Proms’ classical concert in July. Children’s entertainment hour is staged every Friday in the Public Gardens during the summer holidays and the Alton Herald Classic Car Show in September closes the spring and summer programme.

The Town Council also recognises the positive impact of colourful floral displays in the town centre and each year we fill the many planters throughout the High Street with stunning floral displays complimenting the formal planting in the Public Gardens.

When Christmas comes to Alton it does so for a whole weekend at the beginning of December. Attracting large numbers of visitors to the town centre to enjoy the Home-Start Hampshire Santa Run and the official Christmas Lights Switch-On event on the Saturday followed by the Yuletide Festival Christmas Market and Funfair on the Sunday with free open-air ice skating rink open all over the weekend. The Town Council provides the Christmas lighting displays in the town centre and the traditional Christmas tree in the Market Square and prides itself on a “festive feature” offering on the Assembly Rooms lawn.

As you can see, Alton’s events programme provides a rich vein of interest for residents and visitors to the town, who enjoy the events that are being staged and the opportunity to savour the wider offering and rich history that makes Alton different. The events encourage people to ‘shop and eat local’ giving local businesses the opportunity to showcase their services on offer.

With a variety of sponsorship opportunities available starting from just £25 please read on to find out more. For further information or to discuss a bespoke package for your requirements please contact :

Alton Town Council, Market Square, Alton, GU34 1HD
Tel: 01420 83986  Email: events@alton.gov.uk  Website: www.alton.gov.uk
Alton has recently become a ‘Walkers are Welcome’ affiliated town which together with the annual Walking Festival has gained Alton a reputation for being a destination town for walkers wishing to explore the gateway to the South Downs National Park.

Alton’s Walking Festival takes place throughout the entire month of May and attracts visitors from near and far. The festival is recognised as having one of the most comprehensive walking programmes in the area, featuring more than 50 walks covering distances between 2 and 20 miles of varying difficulty levels.

With a vast array of walks on offer there is something for everyone; from historical guided tours of the town centre, to nature and wildlife walks led by renowned local experts, day long countryside rambles with local long distance walking groups and ramblers plus everything in between.

The Alton Walking Festival is proving to be one of the most popular “free to attend” events in the town’s calendar, with the visitors brought to Alton by the Festival also enjoying the local shops, cafes and restaurants.

The Festival appeals mainly to regular walkers and active residents but also offers those who have not considered walking before the opportunity to take their first steps towards improving their health and wellbeing.

The Walking Festival is promoted with a printed Walking Festival Guide that is distributed within the local area, it is featured on the ‘Walkers are Welcome – Walk Alton’ website, in a dedicated section on the Town Council website and using the Alton Walking Festival Facebook page.

For business advertising and sponsorship opportunities please see page 7.
Last Night of the Proms is the most prestigious and well attended Alton Town Council event of the summer calendar.

First held in 2006, the popular open-air classical concert is enjoyed by thousands gathering to enjoy a spectacular evening of musical entertainment brought to them by the Alton Concert Orchestra and special guest performers.

The concert takes place on the second Saturday in July when local families bring their picnic hampers, blankets and deck chairs along to soak up the vibrant atmosphere in the beautiful setting of the Public Gardens.

Free admission ensures that every member of our community is able to enjoy Last Night of the Proms. We are able to do this by the generosity of event supporters and sponsors.

To keep up to date with Last Night of the Proms please like our dedicated Facebook Page: www.facebook.com/lnotp

Example of the Last Night of the Proms souvenir programme cover

**Target Audience:**

- Classical Music
- Local residents
- Families

**How you can support the event:**

Offer your expertise eg printing services, floral displays

For sponsorship and advertising opportunities see page 7
SATURDAY OF YULETIDE WEEKEND
Supporting Alton’s ‘shop local’ campaign Small Business Saturday kicks off the Yuletide Weekend by offering retailers the opportunity to showcase their products and services. Shoppers are enticed with live music in the High Street, free ice skating in the Market Square and the fun Home-Start Hampshire charity Santa Run.

A new addition this year will be the Winter Community Fayre in the Market Square offering local clubs and groups the chance to promote themselves within the community.

To conclude Saturday’s festivities the Christmas Lights are unveiled by the Town Mayor at the official Christmas Lights Switch-On event.

SUNDAY OF YULETIDE WEEKEND
Alton’s famous Christmas Market comes to town on Sunday when hundreds of stalls line the High Street and Assembly Rooms offering an array of seasonal gifts, decorations, arts, crafts, local produce and street food.

There are also local charity and community group stalls to support where you can try your luck on a tombola or find out more information about their services.

With live music and entertainment, family fun fair rides and free ice skating there’s something for everyone to enjoy whilst shopping for that perfect present.

To keep up to date with Yuletide Weekend please like our Facebook Page: www.facebook.com/AltonYuletide

Target Audience:  
- Local Residents
- Families
- Health & Fitness
- Charity and Community

How you can support the event:
- Volunteer at the event on the day
- Showcase your business during the event with special offers and sample giveaways
- For sponsorship opportunities please see page 7
2020 will see the return of the English Civil War Society to re-enact the famously savage ‘Battle of Alton’

Last staged in 2015 this large event drew thousands of English Civil War enthusiasts to the town, as well as local families and tourists to enjoy the weekend of events which is scheduled to take place on the late Spring Bank Holiday at the end of May in 2020.

History of the Battle of Alton

The Battle of Alton took place on 13 December 1643 during the First English Civil War. Parliamentary forces serving under Sir William Waller led a successful surprise attack on a winter garrison of Royalist Infantry and cavalry serving under the Earl of Crawford.

The Battle of Alton was the first decisive defeat of Sir Ralph Hopton, leader of Royalist forces in the south with a large loss of men.

At dawn as Waller’s army approached Alton, Crawford fled with the cavalry to Winchester, leaving Colonel Richardus Boles to defend Alton. Outnumbered and overpowered, Boles’ men were soon forced to seek refuge in the Church of St Lawrence, where they made a desperate last stand. Boles was killed, along with most of his remaining men. The Parliamentarians won a clear victory, losing only a few men and taking many prisoners.

Boles’ fight is also notable for its demonstrated drama and heroism. Stories boast that Boles killed a number of his enemies before falling himself. The Battle of Alton is known as one of the “most savage encounters” of the English Civil War.

Musket holes from the fight can still be seen in the south door to the church and inside where so many cornered men were killed and captured.

Target Audience:

Historical
Tourist Attraction
Local Residents
Families

How you can support the event:

Volunteer at the event on the day
For sponsorship opportunities please see page 7
<table>
<thead>
<tr>
<th>Package and Price</th>
<th>Your logo on all Event Promotion: Including posters, banners, front cover of leaflet/programme</th>
<th>VIP at Event: Permission to hand out promotional items at the event</th>
<th>Press Release: Thanked for sponsoring the event in the press release</th>
<th>Logo on all Event Posters</th>
<th>Thanked over PA at the event for your support</th>
<th>Patronage Thank You Listing: To include your logo, telephone number, &amp; website in programme * only applies to event listed below</th>
<th>Social Media: You will be promoted to up to 15,000 people on Facebook, Twitter &amp; Instagram</th>
<th>Display your Banner at the Event: * only applies to events listed below</th>
<th>Link on Town Council Website: To include your logo, telephone number &amp; website</th>
<th>Advert Size: Your advert in the programme * only applies to Walking Festival and Last Night of the Proms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline £1,000</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Outside back or inside front cover full page</td>
</tr>
<tr>
<td>Platinum £300</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Prominent Full page</td>
</tr>
<tr>
<td>Gold £200</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Full page</td>
</tr>
<tr>
<td>Silver £150</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>⅓ page</td>
</tr>
<tr>
<td>Bronze £100</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>¼ page</td>
</tr>
</tbody>
</table>

**Advertisements Only** - in the Last Night of the Proms souvenir programme (full colour A5) please tick:

- [ ] Double Slim Quarter Page £60 plus VAT - in the footer of a double page of lyrics
- [ ] Quarter Page £50 plus VAT - portrait 1/4 A5 page
- [ ] Slim Quarter - £40 plus VAT - in the footer of an information page

Company Name: ___________________________________________  Invoice Address: ___________________________________________
Contact Name: ___________________________________________  ___________________________________________
Email address: ___________________________________________  ___________________________________________
Telephone Number: _________________________________________  Postcode: _______________________________________

**Can’t decide which event you would like to support?**

Come and discuss how we can create a bespoke package to suit your business needs and budget to raise your brand awareness in Alton.

We can mix and match elements from any of our sponsorship packages and combine multiple events to create a tailor-made solution to ensure maximum exposure to your target audience promoting your generous support within our community.

For more information and to return the booking form:
Alton Town Council, Market Square, Alton, GU34 1HD  Tel: (01420) 83986  Email: events@alton.gov.uk

Page 7
Alton’s Pancake Race is the event that local families look forward to in the February half-term, with race categories for children from pre-school age to sixteen years.

There are also team relay races where local businesses are encouraged to enter, it is a great team building activity and shows their willingness to get involved and have fun with the community.

The annual Pancake Race takes place along the Lime Tree Avenue in the pleasant setting of the Public Gardens.

Delicious free hot pancakes are kindly served during the event by the Greater Alton Project Churches for everyone to enjoy.

Participants are encouraged to enter into the light hearted spirit of the event by wearing fancy dress, with a prize for the best costume.

The Town Mayor awards prizes to the race category winners and for the best fancy dress and all participants receiving a sticker for competing on the day.
Are you looking to join a sports club or take up a new hobby?

Would you like to know what support Alton’s community groups and charities offer locally?

Could you volunteer some time or your expertise within the community but don’t know how?

Alton Town Council has recently launched a new series of events modelled on ‘fresher’s fayres.’ The stalls at the Community Fayres will showcase information from local organisations and charities and ‘have-a-go’ taster sessions from local clubs. These events aim to get everything in one place so that residents can find out all about Alton’s local groups and how they can support or join them.

**Target Audience:**
- Local Families
- Health & Fitness
- Charity & Community

**How you can support the event:**
- Volunteer at the event on the day
- Have a stall at the event
- For sponsorship opportunities please see page 13
PANTO IN THE PARK

On the Sunday following Last Night of the Proms in July, Alton Town Council is proud to present an open-air pantomime in the Public Gardens.

The pop-up panto features a cast of professional performers from Pumpkin Pantos.

This event is aimed at families of all ages, with children and adults alike all enjoying the laugh out loud comedy and toe tapping songs at this daytime performance.

Once a headline sponsor for this event is secured tickets will then be offered free of charge to local families.

Target Audience: Local Families  Arts & Entertainment

How you can support the event:
For sponsorship opportunities please see page 13
Every Friday afternoon in the school summer holidays Alton Town Council offer free children’s entertainment in the Public Gardens for families to enjoy.

It can be challenging and expensive to find different things to occupy the children with during the long summer holidays, so local families look forward to Fridays in Alton.

The sessions are fun, interactive shows and activities from the likes of magicians Professor Potty and Magic Wanda, local clubs such as Alton Kids Zumba, Seasons Family Yoga and Alton Baby Ballet.

With so much in the media to try and reduce children’s screen time and the importance of encouraging them to get outside in the fresh air and be active, these afternoons provide a fun opportunity to improve the health and wellbeing of local children.

Fun Fridays are very popular with local families who look forward to bringing down their picnics and meeting with friends to enjoy the entertainment, play in the park and take the opportunity pop into the town centre shops and cafes during their visit.

Specsavers Alton, a supporter of Fun Friday’s children’s summer entertainment, giving away beech balls to the families during one of the afternoons.

**Target Audience:** Local Families

**Arts & Entertainment**

**How you can support the event:**

If you are a children’s entertainer or run a local club you could volunteer your services by providing the entertainment like Seasons Yoga and Alton Baby Ballet

For sponsorship opportunities please see page 13
Alton Town Council in partnership with Liss Archaeology is hosting Alton’s ‘Big Dig’ in the Public Gardens during the British Festival of Archaeology July. In 2019 this forms part of celebrations of the 75th anniversary of the Council for British Archaeology.

Liss Archaeology discovered parch marks (see photo) in the lawns of Alton’s Public Gardens during the dry summer of 2018. The parch markings suggesting buried features, possibly the outline of a buried wall or foundation. Subsequent geophysics scans have revealed a number of interesting features.

This should be an interesting exploration as the Gardens are known from a previous dig in 1988 to be near a Romano-British building and there are also believed to be features dating from WW2.

We are already researching a suitable location for a further dig in 2020.
Please circle which community event/s you would like to support:

<table>
<thead>
<tr>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pancake Race</td>
</tr>
<tr>
<td>Community Fayre</td>
</tr>
<tr>
<td>Panto in the Park</td>
</tr>
<tr>
<td>Fun Fridays</td>
</tr>
<tr>
<td>Alton’s Big Dig</td>
</tr>
</tbody>
</table>

Please circle which community event sponsorship package/s you would like to support from the table below:

<table>
<thead>
<tr>
<th>Package and Price (please circle your choice)</th>
<th>Your logo on all Event Promotion: Including posters, banners, bus stop posters and social media event icon poster</th>
<th>VIP at Event: Permission to hand out promotional items at the event</th>
<th>Press Release: Thanked for sponsoring the event in the press release</th>
<th>Logo on Event Posters</th>
<th>Thanked over PA at the event for your support *not applicable to Alton’s Big Dig</th>
<th>Display your Banner at the Event</th>
<th>Social Media: You will be promoted to around 15,000 people on Facebook, Twitter &amp; Instagram</th>
<th>Link on Town Council Website: To include your logo, telephone number &amp; website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline £500</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Gold £300</td>
<td>✗</td>
<td>✗</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Silver £150</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
</tbody>
</table>

Can’t decide which event you would like to support?

Come and discuss how we can create a bespoke package to suit your business needs and budget to raise your brand awareness in Alton. We can mix and match elements from sponsorship package and combine multiple events to create a tailor-made solution, ensuring maximum exposure to your target audience and promoting your generous support within our community.

Please fill in your details below:

Company Name: ................................................................................................................

Contact Name: ..........................................................................................................................

Email address: ........................................................................................................................

Telephone Number: ................................................................................................................

Invoice Address: ....................................................................................................................

Postcode: ..............................................................................................................................
The Town Council recognises the positive impact colourful floral displays have on the well-being of local residents and visitors to the town, each year filling the many planters throughout the High Street with stunning floral displays as well as the sensory garden and beautiful flower beds in the Public Gardens and key locations such as Miss Bells Fountain.

There are many open spaces owned and maintained by the Town Council for residents and visitors to enjoy such as Flood Meadows, Kings Pond, Windmill Hill, The Butts, Jubilee Playing Fields, Anstey Park, Northanger amenity land, Barley Fields and Holybourne play areas.

A particular focus of Alton in Bloom is the well loved Public Gardens, with its formal flowerbeds, fun hill top maize, play area, sensory garden and memorial rose parterre garden around the fountain. The Gardens provide a beautiful oasis in the heart of Alton where people picnic, children play and many summer events are staged.

We are very thankful to the local community groups who support Alton’s ‘In Bloom’ initiative such as the Alton WI and Alton Local Food Initiative (ALFI) who have ‘adopted’ unloved areas of the town to create beautiful flower beds and vegetable plots.

Local residents are encouraged to help make the town look beautiful and are recognised with the fun ‘Alton in Bloom’ competition. With a range of categories to enter into including individual residential homes, community buildings, shops and businesses; children are also encouraged to learn about gardening with awards for the best pre-school and school gardens, tallest sunflower and best scarecrows.

The winners of ‘Alton in Bloom’ are announced at the prestigious awards ceremony held in September, where the hard work from local community groups and the unsung heroes of the town are recognised.

There are many ways that local businesses can support the town’s summer offerings for example by sponsoring planters and flower beds in the town centre with barrels available to sponsor from just £25 please see page 16 for more information on sponsorship opportunities in Alton.

Rob Price, co-owner and Director of Homes, has been a local estate agent for 19 years. Rob is a true advocate for the area having grown up in Alton and currently residing in Four Marks with his wife and young family. Rob often supports the local community through sponsorship of local events, the town’s Christmas Lights and Alton in Bloom, he said:

“I grew up here in Alton and now that I own a business in the town I feel it is very important to support my community wherever I can. At Homes Estate Agents we regularly support Alton Town Council, we have sponsored the town’s Christmas Tree for the last three years, contribute towards the beautiful floral displays in the town centre and are supporters of many events including Yuletide Festival and Last Night of the Proms. Here at Homes Estate Agents we are proud to support and give back to our community and would like encourage other local businesses to do so too”.

Rob Price, co-owner and Director of Homes, has been a local estate agent for 19 years. Rob is a true advocate for the area having grown up in Alton and currently residing in Four Marks with his wife and young family. Rob often supports the local community through sponsorship of local events, the town’s Christmas Lights and Alton in Bloom, he said:

“I grew up here in Alton and now that I own a business in the town I feel it is very important to support my community wherever I can. At Homes Estate Agents we regularly support Alton Town Council, we have sponsored the town’s Christmas Tree for the last three years, contribute towards the beautiful floral displays in the town centre and are supporters of many events including Yuletide Festival and Last Night of the Proms. Here at Homes Estate Agents we are proud to support and give back to our community and would like encourage other local businesses to do so too”.

Page 14
When Christmas comes to Alton it brings a whole weekend of festivities at the beginning of December, attracting thousands of visitors to the town centre to enjoy the free open-air ice skating, Home-Start Hampshire Santa Run, Christmas Lights Switch-On, family fun fair rides and live entertainment plus Alton’s famous Yuletide Festival Christmas Market.

The Town Council provide the Christmas Lighting scheme throughout the town centre, including the traditional decorated Christmas tree in the Market Square, colourful column lights through the main High Street and a spectacular feature display on the Assembly Rooms lawn in Crown Close which is designed to create a focal point at the top of the town when entering the High Street.

If your business would like to support Alton’s festive lighting please see page 16 for further information or contact us to discuss a bespoke package tailor made to suit your requirements.
Seasonal Sponsorship Packages Booking Form

Please circle which display season you would like to support from below:

Alton in Bloom (Summer)

Christmas Lighting in Alton (winter)

Please circle which seasonal sponsorship package/s you would like to support from the table below:

<table>
<thead>
<tr>
<th>Package and Price (please circle your choice)</th>
<th>VIP at event and thanked by the Town Mayor: Thanked by the Town Mayor over the PA at the Alton in Bloom Awards Evening/Christmas Lights Switch-On</th>
<th>Christmas Tree / Public Gardens Feature Flower Bed: Board advertising your company as headline sponsor of Alton in Bloom/Christmas in Alton</th>
<th>Your logo on ALL Event Promotion: Including posters, banners, bus stop posters and social media event icon poster</th>
<th>Press Release: Thanked for sponsoring the event in the press release</th>
<th>Logo on Event Posters</th>
<th>Social Media: You will be promoted to up to 15,000 people on Facebook, Twitter &amp; Instagram</th>
<th>Link on Town Council Website: To include your logo, telephone number &amp; website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline £500</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Gold £300</td>
<td>×</td>
<td>√</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
</tr>
<tr>
<td>Silver £150</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
</tr>
<tr>
<td>Contribution From £25</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
</tr>
</tbody>
</table>

Can’t decide which event you would like to support?

Come and discuss how we can create a bespoke package to suit your business needs and budget to raise your brand awareness in Alton. We can mix and match elements from sponsorship package and combine multiple events to create a tailor-made solution, ensuring maximum exposure to your target audience and promoting your generous support within our community.

Please fill in your details below:

Company Name.................................................................................................................. Invoice Address ..................................................................................................................
Contact Name.................................................................................................................. ..................................................................................................................................
Email address.................................................................................................................. ..................................................................................................................................
Telephone Number.......................................................................................................... Postcode.................................................................................................................

For more information and to return the booking form:
Alton Town Council, Market Square, Alton, GU34 1HD Tel: (01420) 83986 Email: events@alton.gov.uk
Volunteering is incredibly valuable to our community, it can cover a whole range of activities, from knitting poppies for Remembrance to taking part in the annual litter pick, from providing caring services or being a Town Councillor; volunteering does not have to involve a huge time commitment, the smallest amount of time to help an elderly neighbour put their bin out can be just as rewarding as someone who commits 40 hours a week to helping in schools, running local sports clubs or fundraising for charity.

There are many volunteering opportunities for local businesses through Alton Town Council and other organisations such as Community First whose website portal provides comprehensive details of district wide volunteering opportunities as well as local clubs such as the Alton Loins, the Kings Arms and Alton Rotary Club to name but a few.

How you can help:
There are many ways in which you and your business can support the community either intellectually, physically or financially, here are some suggestions:

Offer your expertise:
Could your business or organisation help to improve an open space by sharing your expertise, offering practical or financial assistance to improve areas like one of the skate parks, Public Gardens or Kings Pond?

The 8th Alton Scouts volunteered to strip and re-paint the railings at the Public Gardens and various community groups look after areas of the town such as the Alton WI flower bed at the entrance to the High Street.

Join a working party:
There are several groups in the town that help to look after our open spaces such as the Alton Society Flood Meadows working party, the Friends of Kings Pond and the Alton District Residents Association who organise regular community litter picks in the town.

Please contact us for more information about Alton’s community organisations and how to join them.
Alton Town Council organise many events and community projects throughout the year and are often seeking assistance from local businesses whose team members can spare some time to volunteer or offer their services for the benefit of the local community.

Offer your expertise:

Could your business bring extra enjoyment to an event by offering something like CM Sports when they ran the Football Tournament at the Community Festival or Specsavers who offered free face painting at Alton’s Last Night of the Proms.

You could help promote your club or classes in Alton by having a stall at our Community Fresher Fayre or offer to run a taster session at an event such as hosting an afternoon of entertainment as part of our children’s summer holiday entertainment programme.

Volunteer at an event:

Could your business offer volunteers at an event? There are many ways that your team could assist at an event such as helping to assist marshals with duties on the day. Alton Kings Arms helped with the registration and stewarding for the Pancake Race.

Perhaps you could assist during the event by offering to help with an activity such as the Greater Alton Project Churches serving free hot pancakes or the Alton WI who ran the tea tent for the Queen’s 90th Birthday celebration.

To find out more please contact
Alton Town Council
events@alton.gov.uk or tel: 01420 83986
Bespoke Package Opportunities:

Do you have a specific message or target audience you would like to reach in Alton? We can pick and mix elements from all of our events and community projects, to create a tailor-made package for example:

A sports club might like to combine sponsorship at the Walking Festival in Spring which appeals to active residents, together with Christmas Lighting sponsorship over the festive season during a time when many embark on new fitness resolutions, as well as volunteering to run a taster session during the children’s entertainment summer programme to promote the club to local families.

Local tea rooms and cafes may wish to advertise in the Walking Festival leaflet to promote themselves to walkers looking for welcome refreshments, become a Proms Patron to reach the families and local musicians, provide refreshments at the Mayors Reception where local ‘heroes’ are thanked for their services to the town and community.

We are very happy to have a chat and offer recommendations on how to raise your brand awareness in Alton and reach your target audience, whilst supporting the local community.

Offer your expertise:

Alton Town Council is keen to provide a wide range of opportunities for people to actively use our public open spaces both for exercise and recreational purposes, giving residents a range of opportunities to pursue an active lifestyle at minimal direct cost.

Do you have a business which promotes health and wellbeing? Could you offer free taster sessions in our public open spaces, such as Yoga in the Park or Pilates at the Pond. Locations such as King’s Pond and Flood Meadows provide a scenic backdrop for exercise and mindfulness activities.

Organise your own community event in Alton:

Would your business or local organisation like to run a community fun day, host a rounder’s tournament, arrange a park run or stage a football or netball competition? Alton Town Council do not charge a hire fee for open spaces for charity events and are happy to offer guidance on how to plan and stage a successful and safe event.

To find out more please contact Alton Town Council: events@alton.gov.uk tel: 01420 83986
Alton Town Council
Town Hall, Market Square
Alton, Hampshire, GU34 1HD
www.alton.gov.uk
Email: info@alton.gov.uk
Tel: 01420 83986

We are always happy to hear from businesses who would like to engage with the community and raise their brand awareness in Alton. Please contact us if you would like to discuss how your business can support a community project, by volunteering your time and expertise or discuss how we can tailor a bespoke sponsorship package to suit your business needs and budget.

We look forward to hearing from you soon.