Wellingborough Town Council

Wellingborough Carnival Association

party weekend

WELLINGBOROUGH 2026

CARNIVAL PARADE

Saturday 4th July from Broad Green
from 12 noon finishing at Croyland Park

FUN

PARTY IN THE PARK

Sunday 5th July at Croyland Park
from 12 noon

ENTERTAINMENT

SPONSORSHIP PROPOSAL 2026

To take part in the parade, hold a stall or for further information please email:

projects@wellingboroughtowncouncil.gov.uk

About The Event

party weekend
WELLINGBOROUGH 2026

Following the fantastic success of Wellingborough Party in the Park & the Carnival in recent years, we're thrilled to announce that we're returning for **2026—bigger, brighter, & even more exciting!** This year's event will take place over the weekend of **4th & 5th July**.

The celebrations begin on Saturday with the ever-popular Carnival parade, featuring vibrant floats handcrafted by local community groups, all brought to life with upbeat music & plenty of colour. The procession will make its way through Wellingborough before arriving at **Croyland Park**, where the festivities continue with great entertainment & mouth-watering food.

Across the entire weekend, visitors can enjoy a packed funfair with rides for all ages, along with a wide selection of stalls, games, & attractions.

On Sunday, the fun carries on with performances from local bands, tribute acts, & talented groups from across the community—promising another day of fantastic entertainment & an unbeatable atmosphere for everyone!

About Us

The event is being organised by the volunteers of the carnival committee, in conjunction with the Town Council. All income generated is used to fund the event & make it sustainable to future years, for all to enjoy.

Wellingborough Town Council is not your usual authority, we are a small team consisting of three members of staff, whose time is dedicated to serving the community.

* Wellingborough Town Council benefits from a strong & active social media presence, providing valuable exposure opportunities for sponsors. Across its social media platforms, the Council has a combined following of over 2.7k followers. Over the previous 12 months, Council content generated more than 33,500 views and achieved over 11,000 interactions and engagements, including likes, comments, shares, and video views. This high level of engagement demonstrates a consistently active & responsive audience, ensuring that sponsor messages are seen, interacted with, and shared within the local community.

Sponsor Highlights

First Highlight

Saturday - Following its amazing success & support for the last three years the Carnival is back for 2026 & will parade the streets of Wellingborough lined with spectators before assembling at Croyland Park for an afternoon of entertainment, attractions & fun fair

Second Highlight

Sunday - A full party atmosphere of live music, from local bands & tribute acts complimented by a variety of stalls, attractions, dog show & fun fair. There is something for everyone

Our Packages

We want to offer all businesses an opportunity to be part of this exciting event, so we have tailored these packages to suit every budget

RED
Package
£1,000
+ VAT

- **Exclusive Headline event sponsor**
- **Free promotional stall** (both days)
- **Full-page colour advert** in the programme (delivered to 2,000+ homes)
- **Social media exposure** to 2.8k+ followers *
- **Logo on event leaflets** distributed all weekend
- **Interview opportunity on Beat Route Radio**
- **Company banner on the main stage** (full weekend)
- **Backstage pass + refreshments for you & a guest** on one day of the event

ORANGE
Package
£500
+ VAT

- **Sponsor an act, incl a live band or singer**
- **Free promotional stall** (both days)
- **Half page colour advert** in the programme (delivered to 2,000+ homes)
- **Social media exposure** to 2.8k+ followers *
- **Logo on event leaflets** distributed all weekend
- **Interview opportunity on Beat Route Radio**
- **Logo on the 'Thank You' banner on the stage**

YELLOW
Package
£100
+ VAT

Only available to small businesses, charities, trade & craft stalls. Excludes large companies & food vendors

- **A ¼ page colour advert in the programme** (delivered to 2,000+ homes)
- **Social media exposure** to 2.8k+ followers *
- **Logo on event leaflets** distributed all weekend
- **Interview opportunity on Beat Route Radio**
- **Logo on the 'Thank You' banner on the stage**

Contact Us

For More Information

01933 832820

Swanspool House, Doddington Road,
Wellingborough, NN8 1BP

projects@wellingboroughtowncouncil.gov.uk

www.wellingboroughtowncouncil.gov.uk

Company Name .....

Contact Name.....

Contact Number.....

Contact Email.....

Sponsorship Package selected.....

THANK YOU

Please email your completed form to
projects@wellingboroughtowncouncil.gov.uk