



# Event Sponsorship Proposal

AIM HIGH FESTIVAL 2026



19TH SEPTEMBER 2026

SAFFRON ROAD, HIGHAM FERRERS



# About us

## WHAT WE DO

We source, pack and deliver some of life's little personal comforts to those in need, ailment and distress, and offer 'a ray of sunshine' into people's lives. For this reason, our slogan is "Putting You First." Our campaigns have included: offering carry cots filled with baby goods to parents of babies in special care units; giving comfort, hygiene and cosmetic care bags to patients in cancer and neonatal wards; providing seasonal presents and treats to patients in hospitals; producing after-care pamper packs for chemotherapy and radiotherapy patients; providing care bags to NHS and Key Workers during the Covid-19 Pandemic; providing and filling snack, personal care and information stands to hospitals; installing Baby Changing facilities in Cancer wards; supporting schools with PPE, personal care and learning equipment; and running auctions, stalls, challenges, special deliveries and events for donations towards our essential care packs and research into cancer treatments.



## OUR FOUNDERS



## OUR MISSION

In short, Ailsa's Aim is to lighten loads, light up lives and offer support to families, friends, loved ones and care providers. Our strapline, Putting You First, says it all for us. We aim to offer those little things that make life more bearable and enjoyable. Having been through so much ourselves, we have experienced first-hand the difficulties of fertility treatment, problematic pregnancies, premature births, life-changing diagnoses and prolonged hospitalisation. We recognise the impact on families and friends and have seen the pressure under which medical and support professionals find themselves whilst striving to help us. We owe our lives and our health and happiness to so many wonderful people in hospitals, clinics, churches and our own families and friends and Ailsa's Aim is our way of repaying this and helping others by Putting You First.

## OUR CONSTITUTION

The object of Ailsa's Aim is to relieve the needs of persons in England and Wales who suffer from cancer or have experienced premature and problematic childbirth and their families and carers; in particular, but not exclusively, by the provision of support, items and services and signposting to other relevant and appropriate services.



COMITTEE MEMBERS: FOR AILSA'S AIM: NIVEN AND SARA WHATLEY  
STUART FRANKISH, JULIE FLINN AND HEIDE SANDERSON



# About the Festival

## FESTIVAL OVERVIEW

Aim High Festival 2026 is a free, outdoor community festival delivered by Ailsa's Aim on 19th September 2026 in Higham Ferrers. Entry and entertainment are completely free for everyone.

Families and residents can enjoy live music, free fairground rides for kids and adults, face painting, glitter tattoos, and children's mascots, alongside relaxed, inclusive spaces to spend the day together. The festival is designed to remove financial barriers and give the local community a fun, accessible day out.

Any funds raised support Ailsa's Aim's neonatal and cancer support services.

## PREVIOUS HIGHLIGHTS



## MISSION

Aim High Festival exists to bring the community together by providing a free, inclusive day of fun for everyone, removing financial barriers and creating positive shared experiences. Delivered by Ailsa's Aim, the festival strengthens local connections while supporting families and individuals who need it most.

## UNIQUENESS

Aim High Festival is unique because everything is free for everyone. From fairground rides for adults and children to face painting, glitter tattoos, live music, and mascots, the festival removes cost as a barrier and focuses entirely on inclusion, community connection, and shared joy.



# Strategic Sponsorship

## Opportunity

### REACH



#### EXPOSURE POTENTIAL

Aim High Festival offers strong local reach, attracting hundreds of attendees from Higham Ferrers and surrounding areas. Promotion across social media, community networks, and on-the-day visibility ensures wide exposure to families, residents, and volunteers, creating meaningful awareness and long-lasting community recognition.

### BRANDING



#### BRAND ALIGNMENT WITH LIFESTYLE/AUDIENCE

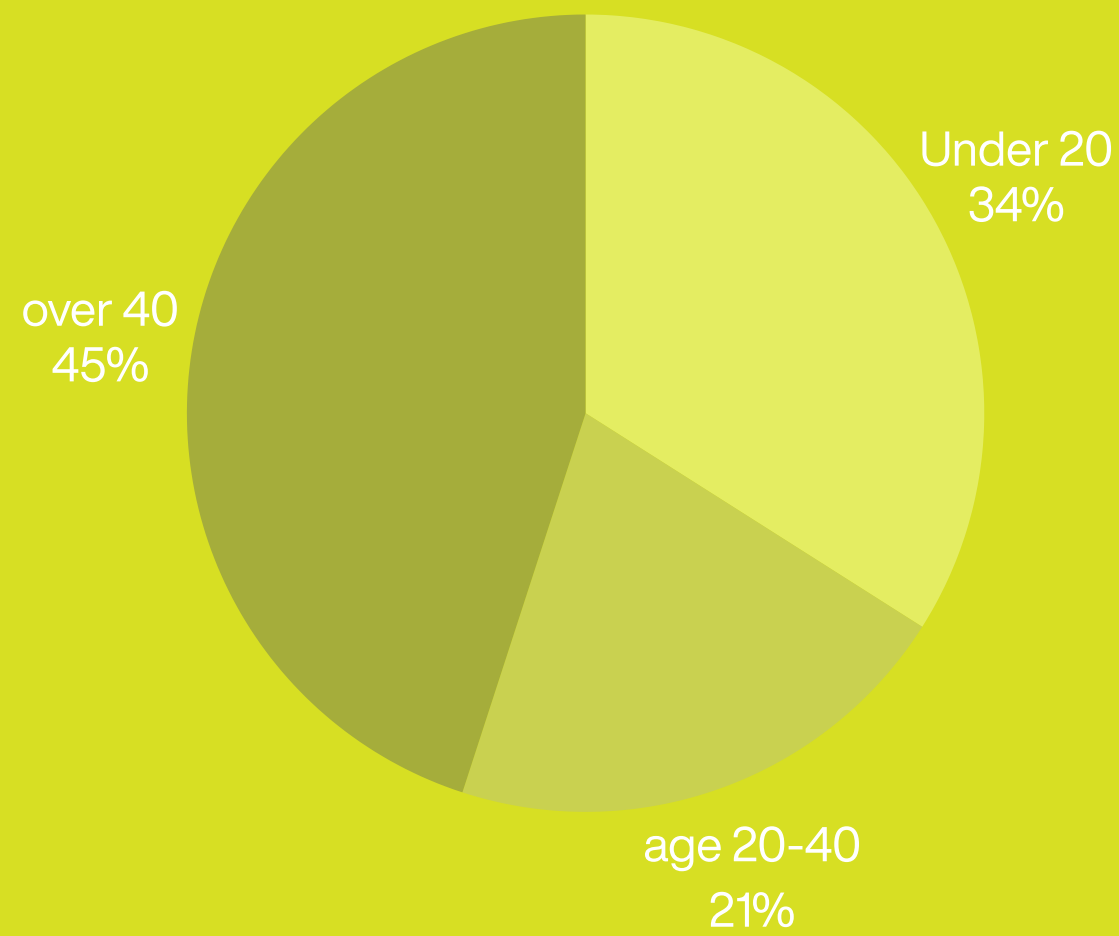
Aim High Festival attracts local families and residents, aligning brands with community values, inclusion, wellbeing, and positive local impact.

### ENGAGEMENT



#### HIGH FOOT TRAFFIC & MEDIA COVERAGE

Aim High Festival generates strong footfall and people traffic, attracting hundreds of attendees. As a free, all-inclusive, family-focused event in Higham Ferrers, it encourages longer stays, movement between activity areas, and high engagement throughout the site.



**34%** UNDER 20

→ **21%** AGE 20-40

→ **45%** AGE 40+

# Who's Coming?

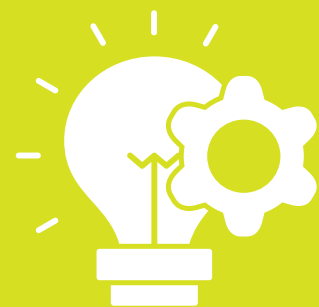


# How We Promote the Event



## SOCIAL MEDIA STRATEGY

Our social media strategy focuses on local reach and community engagement, using regular updates, family-focused content, and event highlights across Ailsa's Aim platforms to build excitement, encourage sharing, and reach residents in and around Higham Ferrers before, during, and after the festival.



## INFLUENCER & PR APPROACH

Our influencer and PR approach focuses on local voices, including community influencers, families, and volunteers, supported by press releases to local media. This grassroots-led promotion builds trust, increases reach, and positions the festival as a positive, feel-good community story led by Ailsa's Aim.



## TRADITIONAL MEDIA / OOH

Our OOH and traditional media activity includes local radio, newspapers, posters, flyers, and community noticeboards, ensuring strong visibility and reach across Higham Ferrers and surrounding areas.

# Sponsorship Packages



BENEFIT	COMMUNITY SPONSOR (£750)	SUPPORTER (£250)	COMMUNITY BACKER (£50)
Logo on sponsorship board at the event	✓	✓	✓
Social media thank you	✓	✓	✓
Stall at event	✓	✓	✓
Wristband to VIP areas	4		
Listed as supporter of Aim High 2026	✓	✓	✓
Early bird discount for 2027 festival	✓	✓	✓

# Larger sponsorship options

## Headline Sponsorship - POA

### **Stage Sponsor – £3,500**

Main Entertainment Sponsor (1 available)

Support the live music and performances that sit at the heart of Aim High Festival 2026, helping keep all entertainment free for the community.

What you receive:

- Recognition as Official Stage Sponsor
- Branding on the main stage
- Logo on all festival promotional materials
- Logo printed on all VIP wristbands
- On-stage mentions throughout the day
- Dedicated social media promotion
- Option for an on-site presence
- 30 VIP wristbands with VIP area access

### **Fairground Sponsor – £2,000**

Free Rides & Attractions Sponsor

Help provide free fairground rides for children and adults, removing cost barriers and creating shared family memories.

What you receive:

- Recognition as Official Fairground Sponsor
- Branding across fairground areas
- Logo on festival promotional materials
- Social media recognition
- Option for on-site branding
- 25 VIP wristbands with VIP area access

# What will be at Aim High for the community?

## What to Expect at Aim High Festival?

Aim High Festival is a free, all-inclusive community day out designed for everyone to enjoy, with no cost to take part.

Visitors can expect a welcoming, family-friendly atmosphere with:

- A dedicated SEN-friendly area offering calm space and inclusive activities
- Free fairground rides for children
- Free face painting and glitter tattoos
- Appearances from children's mascots throughout the day
- Live performances from local bands and musicians
- Free children's fruit sessions and healthy activity engagement
- Free wellbeing activities, including yoga sessions
- Games bus for teenagers - free of charge.
- A variety of local food vendors, community bars, and refreshment stands
- Local craft stalls showcasing small businesses and makers
- Picnic areas and relaxed spaces to sit, eat, and connect

The festival celebrates local talent, local businesses, and community spirit, creating a joyful, safe space where families, friends, and neighbours can spend the day together and make lasting memories — without financial barriers.





# Contact & Next Steps

Donations welcome to our Just giving page: <https://www.justgiving.com/page/aimhigh2026>

## FOR ALL SPONSORSHIPS

Partnership contact : Sara or  
Niven Whatley



Sara: 07919536833. Niven:  
07966574527



sara@ailsasaim.co.uk.  
Niven@ailsasaim.co.uk



High Street, Higham Ferrers,  
NN10 8DD



Bank details available on request.