



Join our Business 100 Club and make Hereford's award-winning community event a bigger success

Hereford River Carnival is an event organised by the people of Hereford for the people of Hereford.

Since it was successfully revived in 2014, the number of groups, organisations and local businesses who take part **continues to grow and grow**.

Around **12,000 people attended** the 2016 event which focuses on the River Wye, reconnecting the city and community with its stunning river and taking in Castle Green, High Town, Bishop's Meadow, King George V Playing Fields and Left Bank.

This year the event is on **Saturday 29th April** but for the first time will feature a performance on the evening of **Friday 28th April** that brings the **Mappa Mundi to life** on the **streets of Hereford**. See attached info for more on this exciting project.

An event for everyone bringing 12,000 into Hereford

The event is **all about the people and families** of Hereford. It combines music, dance, crafts, sport, great food and messing about on the Wye to create an event like no other in the Hereford calendar.

Schools, community groups, clubs and societies all get involved along with the people of Hereford and **growing numbers of visitors** to our historic city.

We need your help to make it happen

Hereford River Carnival is a charity (part of the Plynlimon Trust) **run entirely by volunteers** and although we actively and successfully seek funding from groups like Children in Need, the Arts Council and Heritage Lottery Fund and get local support from groups like the City Council, we need funds to make the Carnival happen.

Particularly we need funds to fulfil one of our main aims and ensure that the Carnival is **open to everyone**.



Hereford River Carnival: Patron Sascha Kindred CBE

Hereford River Carnival is part of the Plynlimon Trust: Charity No. 700748

Winner Visit Herefordshire Best Community Festival or Event 2016



Be a part of the Business 100 Club

This is where you come in. We realise that some smaller businesses would like to make a contribution to **make the River Carnival happen** but cannot afford large sponsorship packages. That's why we've created the **Hereford River Carnival Business 100 Club** for those businesses that want to support us in some way.

What's in it for you?

- Your business and brand promoted through our website, social media and to **12,000+ visitors**
- Giving **vital charitable support** for one of Hereford's brightest, best-loved, **award-winning events** that's open to everyone
- The chance to hear about news and events **before anyone else via our online newsletter**
- **Reduced priced tickets** for other Carnival events
- Your **logo on the Carnival website** and a link to your own website
- Two tickets to the **champagne reception** on the morning of the Carnival
- The chance to **support something fantastic** in your community

Put simply if 100 Herefordshire businesses give us £100 that would go a huge way to ensuring the Carnival goes ahead and will enable us to do **more work schools and to stage more community** making and music workshops which take place all over Hereford and are open to all. They give everyone regardless of their background the chance to get involved in the build up to Carnival as well as on the day.

Profile on social media and via our website

Of course, you can give us more if you are able to and all contributions will be acknowledged on our website with a link back through to your site. We'll also publicise your support through social media and be **happy to work with you on promoting your business** to our followers and friends.

Be a part of something brilliant

For more information, please contact:

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www.rivercarnival.org



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