



HAYWARDS HEATH
TOWN COUNCIL

EVENTS AND COMMUNITY



SPONSORSHIP BROCHURE 2025

ABOUT HAYWARDS HEATH TOWN COUNCIL EVENTS AND COMMUNITY PROJECTS

Haywards Heath Town Council delivers various events throughout the year, including one off events to mark momentous occasions. More details on the events we host are overleaf.

The Town Council are dedicated to making sure the community are at the forefront of their actions and will benefit from the work they do. As the Council nearest to the people, it tries to foster community spirit. The Community Engagement Manager is committed to working with and for the residents of Haywards Heath, to ensure the needs of the community are being met and projects are adapted based on ever changing requirements.

Event sponsorship is an excellent way to promote an organisation or company to a vast number of people. Sponsorship income helps to enhance the services we already provide to our residents.

We have a 16k reach on our Social Media channels (Facebook, Instagram, Threads, Bluesky and LinkedIn) and a newsletter, reaching 35,000 residents, is distributed twice a year.

For all Sponsorship, Events and Community enquiries, please contact the Community Engagement Manager on via the Town Hall on 01444 455 694, or via email (imogen.wilson@haywardsheath.gov.uk).

TOWN EVENTS

Haywards Heath Town Council host a number of community events throughout the year. Including:

VE Day

When - Thursday 8th May 5.30pm-9.30pm

Where - Victoria Park

Expected Footfall - 1,000+ people

Spring into Summer

When - Sunday 8th June 1.30pm-4.00pm

Where - Muster Green

Expected Footfall - 2,000 people

Haywards Heath Town Day

When - Saturday 13th September 12.00pm-9.00pm

Where - Victoria Park

Expected Footfall - 3,500 people

Haywards Heath Christmas Festival

When - Saturday 22nd November 1.00pm- 5.00pm

Where - Various Town Centre Church Locations

Expected Footfall - 3,000 people

Our Events Sponsorship Guide also includes the below events- for these we are able to offer completely bespoke sponsorship packages.

- Carers' Event
- Haywards Heath In Bloom Awards

COMMUNITY PROJECTS

The Leave No one Behind at Christmas Campaign was originally launched in 2020 in response to the COVID-19 Pandemic. The campaign was relaunched in 2022 as a response to the Cost-of-Living Crisis. Over the past 2 years, gifts and information on support available was sent to 260 elderly and vulnerable people, per year. Our aim is to continue the campaign on a yearly basis, tailoring it based on need.

COMMUNITY EVENTS



VE DAY CELEBRATIONS

Following on from successful Jubilee, Coronation and similar events held in previous years, Haywards Heath Town Council will be hosting a VE Day Celebration Event. The event will kick off with a parade of different groups celebrating all things British. The Parade will finish at Victoria Park, where there will be live music.

The evening will be a celebration to bring the community together.



We are also happy to arrange bespoke sponsorship packages, please get in touch to discuss further.

VE DAY CELEBRATIONS

Gold Sponsorship - £1000

- Inclusion in the 2026 sponsorship brochure- Company Logo, information and contact details listed
- Inclusion of your logo on third party advertising space purchased by Haywards Heath Town Council
- A 4m by 8m pitch at the event so you can undertake promotional activities
- Press mentions and quotes in press releases
- Press release photo
- A mention in the Town Mayor's opening speech and photo opportunity with the Mayor
- Logo on event banner
- Logo included on ALL event promotional material produced in house
- A promotional banner (provided by you) to be displayed at the event
- Logo included in the sponsorship thanks section of the programme
- Link on Spring into Summer event webpage on Town Council website – to include your logo, telephone number and website
- Recognition in the Town Council Newsletter (distributed to every household in Haywards Heath)
- Social Media- you will be promoted on our social media channels

Silver Sponsorship - £500

- Inclusion in the 2026 sponsorship brochure- Company logo listed
- A 4m by 6m pitch at the event so you can undertake promotional activities
- A mention in the Town Mayor's opening speech and photo opportunity with the Mayor
- Logo included on ALL event promotion material produced in house
- Logo included in the sponsorship thanks section of the programme
- Thanked for sponsoring the event in press releases
- Link on Spring into Summer event webpage on Town Council – to include your logo, telephone number and website
- Social Media- you will be promoted on our social media channels

VE DAY CELEBRATIONS

Bronze Sponsorship - £250

- Company name listed in the 2026 sponsorship brochure
- A 4m by 4m pitch at the event so you can undertake promotional activities
- PA announcement will inform visitors that you are an event sponsor, once throughout the day
- Logo included in the sponsorship thanks section of the programme
- Thanked for sponsoring the event in press releases
- Link on Spring into Summer event webpage on Town Council – to include your logo, telephone number and website
- Logo included on SOME event promotion material produced in house (to be negotiated)
- Social Media- you will be promoted on our social media channels

CARER'S EVENT

After taking a break due to COVID, our Carer's Event returned in 2023 and has now become a yearly event. It gives carers a chance to have some time out from their caring role, meet with other carers and find out about ways of looking after their own health and wellbeing.

More information on previous Carer's Events can be provided and discussed with those interested.



We are looking to discuss bespoke sponsorship packages for the Carer's Event, such as sponsoring an element of the event - for example, refreshments, treatments, crafts, entertainment etc. Please get in touch to discuss further.

SPRING INTO SUMMER

Beginning in 2000, the Spring Festival evolved into its current format from the town's Tulip Festival. From 2023, the event was run later in the year under the new name 'Spring into Summer'. Spring into Summer is returning for 2025, the event will take place on Sunday 8th June from 1.30pm-4.00pm.

The event typically sees a footfall of about 2,000 people.



We are also happy to arrange bespoke sponsorship packages, please get in touch to discuss further.

SPRING INTO SUMMER

Gold Sponsorship - £1000

- Inclusion in the 2026 sponsorship brochure- Company Logo, information and contact details listed
- Inclusion of your logo on third party advertising space purchased by Haywards Heath Town Council
- A 4m by 8m pitch at the event so you can undertake promotional activities
- Press mentions and quotes in press releases
- Press release photo
- A mention in the Town Mayor's opening speech and photo opportunity with the Mayor
- Logo on event banner
- Logo included on ALL event promotional material produced in house
- A promotional banner (provided by you) to be displayed at the event
- Logo included in the sponsorship thanks section of the programme
- Link on Spring into Summer event webpage on Town Council website – to include your logo, telephone number and website
- Recognition in the Town Council Newsletter (distributed to every household in Haywards Heath)
- Social Media- you will be promoted on our social media channels

Silver Sponsorship - £500

- Inclusion in the 2026 sponsorship brochure- Company logo listed
- A 4m by 6m pitch at the event so you can undertake promotional activities
- A mention in the Town Mayor's opening speech and photo opportunity with the Mayor
- Logo included on ALL event promotion material produced in house
- Logo included in the sponsorship thanks section of the programme
- Thanked for sponsoring the event in press releases
- Link on Spring into Summer event webpage on Town Council – to include your logo, telephone number and website
- Social Media- you will be promoted on our social media channels

SPRING INTO SUMMER

Bronze Sponsorship - £250

- Company name listed in the 2026 sponsorship brochure
- A 4m by 4m pitch at the event so you can undertake promotional activities
- PA announcement will inform visitors that you are an event sponsor, once throughout the day
- Logo included in the sponsorship thanks section of the programme
- Thanked for sponsoring the event in press releases
- Link on Spring into Summer event webpage on Town Council – to include your logo, telephone number and website
- Logo included on SOME event promotion material produced in house (to be negotiated)
- Social Media- you will be promoted on our social media channels

TOWN DAY

Town Day is being held on Saturday 13th September 2025.

It is a free community day held in Victoria Park. The event features something for everyone - rides, food and drink, music and performances, both charity and business stalls and so much more!

The footfall is around 3,500 people of all ages, from Haywards Heath and surrounding towns and villages. The event runs 12.00pm-9.00pm, with stall holders finishing at 5pm to make way for an evening of music. This is Haywards Heath Town Council's biggest event of the year.

Please see our sponsorship packages. Alternatively, you could choose to sponsor an element of the event, for example an attraction, main event or performance. We are happy to discuss this option further, based on your requirements.



ADVERTISEMENTS ONLY -

Advertise in our Town Day Programme from £40. Town Day programmes are printed and given out to those attending throughout the day.

Quarter Page (Portrait ¼ A5 page) - **£40**

Half Page (Half Landscape A5 page) - **£65**

TOWN DAY

Gold Sponsorship - £1,500

- Inclusion in the 2026 sponsorship brochure- Company Logo, information and contact details listed
- Inclusion of your logo on third party advertising space purchased by Haywards Heath Town Council
- A 4m by 8m pitch at the event so you can undertake promotional activities
- PA announcements will inform visitors that you are an event sponsor, 4 times during the day
- A half page advert included in the Town Day Programme (Half Landscape A5 Page)
- Press mentions and quotes in press releases
- Press release photo
- A mention in the Town Mayor's opening speech and photo opportunity with the Mayor
- Logo on event banner
- Logo included on ALL event promotional material produced in house
- A promotional banner (provided by you) to be displayed at the event
- Logo included in the Town Day Programme in sponsorship thanks section
- Link on Town Day event webpage on Town Council website – to include your logo, telephone number and website
- Social Media- you will be promoted on our social media channels
- Recognition in the Town Council Newsletter (distributed to every household in Haywards Heath)

Silver Sponsorship - £750

- Inclusion in the 2026 sponsorship brochure- Company logo listed
- A 4m by 6m pitch at the event so you can undertake promotional activities
- A quarter page advert included in the Town Day Programme (Portrait ¼ A5 page)
- PA announcements will inform visitors that you are an event sponsor, three times during the day
- Logo included on ALL event promotion material produced in house
- Logo included in the Town Day Programme in sponsorship thanks section
- Thanked for sponsoring the event in press releases
- Link on Town Day event webpage on Town Council website – to include your logo, telephone number and website
- Social Media- you will be promoted on our social media channels

TOWN DAY

Bronze Sponsorship - £500

- Company name listed in the 2026 sponsorship brochure
- A 4m by 4m pitch at the event so you can undertake promotional activities
- PA announcements will inform visitors that you are an event sponsor, twice throughout the day
- Logo included in the Town Day Programme in sponsorship thanks section
- Thanked for sponsoring the event in press releases
- Link on Town Day event webpage on Town Council website – to include your logo, telephone number and website
- Logo included on SOME event promotion material produced in house (to be negotiated)
- Social Media- you will be promoted on our social media channels

HAYWARDS HEATH IN BLOOM

The Haywards Heath IN BLOOM Committee is a community gardening group run by volunteers, and chaired by Cllr Sandy Ellis, who share their horticultural skills with local residents and visitors to Haywards Heath.

The Haywards Heath In Bloom Awards Tea Party is held at the Town Hall to celebrate the residents, community groups, allotment holders and businesses who help make the area beautiful. The annual awards look at design, planting, colour and plants that encourage wildlife.

Awards are presented for Best Kept Garden, Best Kept Allotment for America Lane, Best Kept Allotment for Oathall Avenue, Best Kept Allotment for Summerhill Lane, Best Kept Allotment for Vale Road, Best Business, Best Community Garden and other categories.



We are looking to discuss bespoke sponsorship packages for the In Bloom Awards as sponsoring refreshments, prizes etc. Please get in touch to discuss further.

CHRISTMAS FESTIVAL

The Haywards Heath Christmas Festival will be running for the second time in 2025. The event will take place on Saturday 22nd November from 1pm to 5pm. The event will coincide with the Christmas Light Switch On and will focus on bringing people into the town to support our high street. We will be holding a Christmas Market across various Town Centre locations, with entertainment throughout the event.



CHRISTMAS FESTIVAL

Gold Sponsorship - £1000

- Inclusion in the 2026 sponsorship brochure- Company Logo, information and contact details listed
- Inclusion of your logo on third party advertising space purchased by Haywards Heath Town Council
- A space at the event so you can undertake promotional activities
- Press mentions and quotes in press releases
- Press release photo
- Logo on event banner
- Logo included on ALL event promotional material produced in house
- A promotional banner (provided by you) to be displayed at the event
- Logo included in the sponsorship thanks section of the programme
- Link on Christmas Festival event webpage on Town Council website – to include your logo, telephone number and website
- Recognition in the Town Council Newsletter (distributed to every household in Haywards Heath)
- Social Media- you will be promoted on our social media channels

Silver Sponsorship - £500

- Inclusion in the 2026 sponsorship brochure- Company logo listed
- A space at the event so you can undertake promotional activities
- Logo included on ALL event promotion material produced in house
- Logo included in the sponsorship thanks section of the programme
- Thanked for sponsoring the event in press releases
- Link on Christmas Festival event webpage on Town Council – to include your logo, telephone number and website
- Social Media- you will be promoted on our social media channels

CHRISTMAS FESTIVAL

Bronze Sponsorship - £250

- Company name listed in the 2026 sponsorship brochure
- A space at the event so you can undertake promotional activities
- Logo included in the sponsorship thanks section of the programme
- Thanked for sponsoring the event in press releases
- Link on Christmas Festival event webpage on Town Council – to include your logo, telephone number and website
- Logo included on SOME event promotion material produced in house (to be negotiated)
- Social Media- you will be promoted on our social media channels

We can also discuss bespoke sponsorship options based on your requirements.

COMMUNITY PROJECTS

Across the year, Haywards Heath Town Council launch a selection of campaigns to benefit the local residents. In 2023, the Town Council delivered treat bags to local care homes for 'Silver Sunday', as well as relaunching the 'Leave No one Behind at Christmas' campaign.

Leave No one Behind at Christmas Campaign

The campaign was originally launched in 2020 in response to the COVID-19 pandemic. It was relaunched in 2022 and ran again in subsequent years in response to the Cost-of-Living Crisis. Our aim is to reach out to the elderly and vulnerable to provide them with information on organisations that can help them over Christmas and with rising costs. We also would like everyone to receive a gift for Christmas. In previous years, everyone that benefitted from the campaign received items such as hot water bottle, thermos flask, soup mug, blanket, puzzle book, diary, pen, mince pies, tea bags, chocolates and a Christmas pudding. Messages from sponsors were included in the information booklet included in the gift bag. Sponsors were also included in all press releases and promotion of the campaign, this included social media, Haywards Heath Town Council website and a local news website.

Sponsorship costs are:

- **£250** - allow 25 people to benefit
- **£500** - allow 51 people to benefit
- **£750** - allow 77 people to benefit
- **£1000** - allow 103 people to benefit



OTHER SPONSORSHIP OPPORTUNITIES

There are many opportunities to increase your brand awareness across the town, with our many sponsorship opportunities. Please get in touch with us if you are interested in sponsoring any of projects, fundraising events, or our town greening projects and flower beds.



WITH THANKS TO OUR 2024 SPONSORS



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|  <p>CSL Behring Biotherapies for Life®</p> | <p>Address - 4 Milton Rd, Haywards Heath, RH16 1AH Website - www.cslbehring.co.uk</p> |
|  | <p>Address - St Wilfrid's Way, Haywards Heath, RH16 3QH Website - www.theorchardsshoping.com Phone Number - 01444 410620</p> |
|  | <p>Address - Fraser House, 20 Sussex Rd, Haywards Heath, RH16 4EA Website - www.pandsgallagher.co.uk Phone Number - 01444 451166</p> |
|  | <p>Address - 67-69 The Broadway, Haywards Heath, RH16 3AS Website - www.batchellermonkhouse.com Phone Number - 01444 453181</p> |
|  | <p>Address - Unit 6, Little Burchetts Farm, Haywards Heath, RH16 4RZ Website - www.rbpmdirect.co.uk Phone Number - 020 3019 0740</p> |
| <p>YOUR LONDON AIRPORT <i>Gatwick</i></p> | <p>Website - www.gatwickairport.com</p> |
|  | <p>Address - 26 The Broadway, Haywards Heath, RH16 3AL Website - www.brocktaylor.co.uk Phone Number - 01444 474447</p> |
|  | <p>Address - 3 Muster Green South, Haywards Heath, RH16 4AP Website - www.psphomes.co.uk Phone Number - 01444 416999</p> |
|  | <p>Address - 132 South Road, Haywards Heath, RH16 4LT Website - www.belvoir.co.uk/haywards-heath-estate-agents/ Phone Number - 01444 416999</p> |