Ashford Business Services Ltd

Sponsorship Proposal

From Ashford Business Services Ltd to Harborne Retail Group Ltd

Date: 9 November 2026

1. The opportunity

Harborne Summer Fete - The Harborne Summer Fete is a one-day community fair on 20 June 2027 at Harborne Park, drawing around 5,000 local families.

2. Audience

Metric	Figure
Expected attendance / reach	5,000
Audience profile	Families with children, aged 25-45, from Harborne and the surrounding area.
Social following	Facebook 12,000 followers, Instagram 8,500 followers.
Past editions (if any)	5,000 visitors in 2026; covered by the Birmingham Mail.

3. Sponsorship packages

Package	Price	Includes
Gold	£45.00 GBP	Logo on all materials, speaking slot, 10 tickets, social posts
Silver	£120.00 GBP	Logo on programme, 5 tickets, social mentions
Bronze	£850.00 GBP	Logo on website, 2 tickets

4. Why sponsor us

- Benefit 1: e.g. direct access to 5,000 local business owners
- Benefit 2: e.g. brand association with a local football club
- Benefit 3: e.g. content and PR opportunities

5. Next steps

Contact Sarah Mitchell at 01632 960 123 by 9 November 2026 to secure your package. Custom packages available on request.