



Xmas Late Night Shopping Event 2016 Sponsor Prospectus



The Cheam Chamber of Trade's Late Night Shopping Event attracts over 3,000 visitors to the Village every year.

The Event is held on the evening of the first Friday of December and falls this year on the 2nd of December 2016.

This year's theme is **Pirates** and will feature Actors from SAVVY Theatre Company performing a A Mini Pirate Panto culminating in switching on the Christmas tree lights at the Cheam War Memorial Green outside Cheam Library. The evening will include various sub events at Cheam Library, Cheam Baptist Church and at shops and venues In the Village. Radio Jackie will provide music and entertainment on the night and there will be up to 30 stalls with crafts, toys, jewellery, wood products and various food and drink on offer. Fairground rides and children's activities will also be in place. Radio Jackie's Mobile unit Van will add to the Entertainment.

The event costs several thousand pounds to produce, even though all the work is put in by volunteers and traders and so we are looking for an increased level and number of sponsors. This is an opportunity for the businesses in Cheam to enhance their branding and presence and to contribute to the welfare of the local community.

The Sponsorships will be tiered into the following groups

- **Principal Sponsor - £ 750 – *Traditionally offered to Smith and Byford***
 - Mention on Radio Jackie before and three times during Event. Mention on banner and leaflets. Mention on website. Mention in Newsletter to Traders
- **One or more Platinum Sponsors - £ 500**
 - Mention on Radio Jackie twice during Event. Mention on leaflets. Mention on website. Mention in Newsletter to Traders
- **One or more Diamond Sponsors - £ 300**
 - Mention on Radio Jackie once during Event. Mention on leaflets. Mention on website. Mention in Newsletter to Traders
- **One or more Gold Sponsors - £ 150**
 - Mention on Radio Jackie once during Event. Mention on leaflets. Mention on website
- **One or more Sponsors - £ 50**
 - Mention on website

To become a sponsor for the event, please email sponsors@cheam-traders.co.uk with your name, contact telephone number and the sponsorship level at which you would like to participate. One of our volunteers will then contact you to collect the cheque or arrange a bank transfer and the logo and branding as appropriate.

We would like to finalise all sponsors before the 31st October 2016 so that we can confirm and pay for the Event arrangements.

Thank you for your time and consideration and we look forward to welcoming you as a valuable contributor to Cheam's Event of the Year!



Schedule of Events- last year (2015)- This year will have a Pirates Theme and the Schedule is under finalisation



- 3.00 Parking Bay Suspensions in Station Way.
Stalls and Fairground rides start to set up.
- 4.30 Radio Jackie begins setting up.
- 5.00 Whitehall opens for their festive evening**
Explore the museum, visit Father Christmas, winter tipples for adults and a trail around the house for children (first 50 receive a Whitehall goodie bag)
- 5.00 Road Closure commences in Station Way.
- 5.30 Radio Jackie 107.8FM Begins Broadcasting.**
Radio Jackie is generously sponsored today by Smith & Byford.
Fairground rides in Station Way & Stalls throughout the Village
Stalls selling garden ornaments, skincare and cosmetic items, wooden Toys and decorations, Fairtrade goods, pet products, food and treats, Jewellery, cards and stationery, soaps, drinks and Christmas Decorations etc.
- 6.00 Love Theatre Arts to perform at Cheam Library Memorial Green**
Singing songs from Disney's 'Frozen'
Cheam Baptist Church Open Evening Begins
Christmas organ music recital – open house
- 6.30 Star Wars Darth Vader and Princess Leia to turn on the Christmas Lights at Cheam Library Memorial Green.**
Watch as Cheam's Christmas Lights come to life
- 6.45 Jazz at Cheam Baptist Church
Children from Love Theatre Arts to make their way up to Performance area in Station Way
- 8.30 Shops and stalls begin to close
- 9.00 End of road closure in Station Way

Raffle with great prizes in aid of St Raphael's Hospice
Tickets from Village Travel, 5 The Broadway (by Radio Jackie)
Last Years' Poster is Below

Cheam Chamber of Trade presents

Cheam Village Christmas Event

Friday 4th December 5.30pm

Christmas lights turned on by Darth Vader and Stormtroopers

Radio Jackie broadcasting live

Come dressed as your favourite Star Wars character or Princess

Fairground rides

Black Swan Morris performing live

Market stalls and shops open late

Santa's grotto at Whitehall









