



TOTTENHAM GREEN WINTER FESTIVAL
Sponsorship Opportunity

Introduction

- **Haringey** is the world in one borough. A place brimming with creativity, vibrancy, personality, radicalism, diversity and community. A place that is proudly distinctive. Haringey is the London Borough of Culture for 2027 and we are planning a year of culture to celebrate our 'Rebel Borough'. Our streets buzz with culture, from food markets to street art, roller discos to Nigerian tapas. Culture and community is in our DNA.
- **Tottenham Green Market & Festivals** forms part of a new Cultural Quarter at Tottenham Green, bringing together a range of artistic, entertainment, cultural and heritage disciplines to form a hub for events and activities. The Council will be leading on Improvements to streets and spaces in Seven Sisters will transform it into a vibrant cultural gateway and key destination - celebrating an international food offer, grassroots culture and thriving evening economy.
- **Tottenham Winter Festival 2024** is a collaboration between Haringey Council, market operator Markets N22 CIC (Myddleton Road Market) and Cultural event producer Mandala Productions (Camden events). Organisers Lucy and Ashleigh have lived and worked in Tottenham and Haringey for many years and are passionate about community and collaboration in the borough. They have over 20 years' experience putting together cultural events and markets.
- **We seek private sponsors** to support us to deliver a spectacular Tottenham Winter Festival on Saturday 7th December 2024 – this will be our third Winter Festival in a row collaborating with Haringey Council.
- **This is a unique opportunity** to spread awareness of your brand, company or product directly to our audience and customer base. The next few pages will explain our communications plan for the Winter Festival 2024 and how you can be involved.
- WWW.TOTTENHAMGREENMARKET.COM

About Us



- **Lucy Whitehead and Ashleigh Trezise (Operators of Tottenham Green Market & Festivals)**
- Lucy founded Myddleton Road Market in 2013 with set up support from Haringey Council and the Bowes Park Community Association and has continued to direct the operations of the monthly market as well running markets in Tottenham, Blue House Yard and Ducketts Common in Wood Green, plus regular indoor sales. She has helped revive a run down Myddleton Road with several of the market traders going on to establish their businesses on the street and continues to have the street's best in terest at heart. Lucy has an excellent understanding of health and safety, event management, quality control and the licensing proce ss. In 2018 she set up the business as a Community Interest Company (Markets N22 CIC). She has built up a store of market equipment which she rents out to other event organisers and often loans in kind to the local community association and food bank. The company has full employers and public liability insurance to the limit of £10m and £5m respectively. Lucy's main motivation is to work locally with enterprises, partners and local authorities on projects and events that benefit the community.
- Ashleigh (Mandala Productions) has been living in Tottenham since 2008 and is an accomplished cultural events producer most recently working for Camden Council, the Bernie Grant Arts Centre and the National Theatre. She is an experienced event production and project manager and her involvement as an active member of the community, development manager and producer at BGAC has built an extensive contact list of local Tottenham businesses, venues, schools and community groups. Ashleigh has worked on small and large scale events for a number of local authorities across London including outreach and artist development for the GLAs Festival of Youth Arts in Trafalgar Square through her current role as senior producer for The Black British Theatre Awards at the National Theatre. Most recently she has produced large music events for Camden Council celebrating Windrush 75 and 50 years of Hip Hop. Events that focus on inclusivity, opportunity and environment are at the heart of her work.



Community comms Plan

Spreading the word !!

Amplify-Promote-Celebrate



- We will reach out to all local start up enterprises / traders and makers/ local shops and cultural partners. Shining the light on the communities.
- The communications will also promote community involvement while creating talkability and boosting attendance for the event.
- We will create an extensive marketing campaign working closely with Haringey Council's Communications Team to reach local communities and beyond.



Target Audiences & Stakeholders

- Haringey Council
- Local residents, those to trade and shop
- Cultural Communities
- Families and Young People
- Creative Communities
- Makers/Traders/Sellers Prioritising local traders
- Local Colleges - CONEL, Ambitious College, BCE
- Local Businesses and Arts Spaces - Bernie Grant Arts Centre
- Wider Community

Online

On our website www.tottenhamgreenmarket.com we have many branding opportunities throughout including a dedicated Sponsors Page.

Post Event Listings & Engaging content

The website will have regular updates to enhance the programme of events and content of the market ensuring its continued engagement with the audience.

All communications to directed to the website

- List on cultural arts activities
- Events listed under 'What's On'
- Traders Features/Interviews
- Haringey Council Website
- Press release published on the website (linking to Market Site)



[Home](#) [What's On](#) [Trade with Us](#) [Sponsors](#) [About Us](#)



Welcome! We are excited to bring back to the Tottenham community the much-loved Tottenham Green Market. The market events will take place monthly from June 2024 following a successful trial of Winter and Spring Festivals. Taking place at Town Hall Approach Road, N15, the monthly events will feature an array of brilliant stallholders, a youth market, family workshops, and live music and DJs. We will have a focus and preference for local traders, supporting enterprise and sustainability in the local neighbourhood.

Sponsors Page

www.tottenhamgreenmarket.com/sponsors

Our dedicated Sponsors Page

- Main sponsor with prominent logo and position
- Lower tier sponsors below
- Links to websites and any news you want us to share



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Our Sponsors

Tottenham Green Market & Festivals is supported with funds from Haringey Council.



Your Logo Here

Contact hello@tottenhamgreenmarket.com to find out more about our Sponsorship opportunities.

We offer a unique opportunity to reach thousands of local residents and business owners through our marketing campaign and online social media in partnership with Haringey Council.



[Learn more](#)

Social Media

Our sponsors will be listed in our About Us blurbs on our platforms.

Social media is vital for this event campaign, with the Council leveraging its existing platforms. Partners will actively share campaign activities through their own networks, extending the reach and impact both within and beyond the borough.

Posts will also be directly messaged to relevant followers on Instagram to reshare messages. On Facebook, posts will be uploaded on relevant Facebook groups.

Instagram, Twitter, Facebook

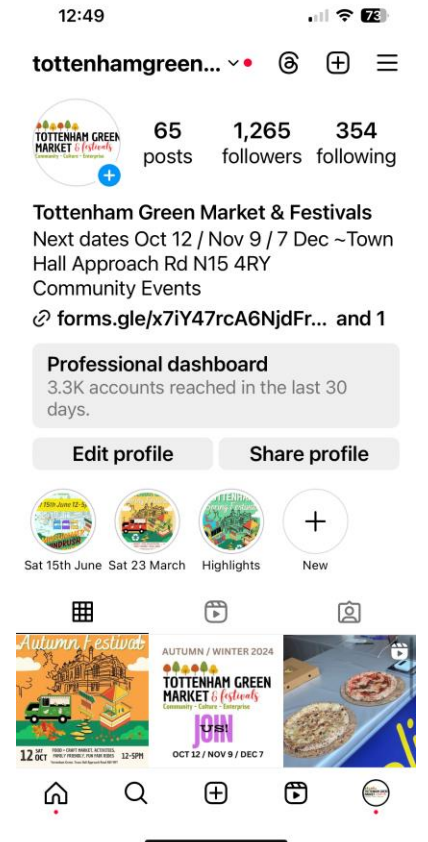
Council: Instagram, Twitter, Facebook, Nextdoor

Trader social media and networks

Shops and Businesses

Partner and stakeholder channels

Reels Tagging Hashtags



Social Media

Support from Haringey Council's Communications channels:

- Haringey People Extra - 13,399 Recipients
- X/Twitter – 1,026 followers
- Facebook – 9.9k followers
- Instagram – 6,501 followers
- NextDoor - 58,947 members



Outdoor / Printed Advertising

- Our branded outdoor and printed promotional materials will include:
- 3 Vinyl banners in surrounding area (size aprox 1.5mx90cm) to be designed to increase local footfall at the launch event – placed in key designated areas with large passing footfall
- 200 A3 and A4 posters, including digital posters to be displayed in community areas (including libraries, community centres, leisure centres)
- 3,000 A5 leaflets to be dropped to local residents, cafes and cultural centres with assistance from Haringey Councils marketing team.



7 DEC

CHRISTMAS MARKET, SANTA
TREE LIGHT UP, LIVE MUSIC
Tottenham Green and Paul's

SMALL BUSINESS
SATURDAY
2ND DECEMBER

Haringey
LONDON

Live. Shop. Local.

MYDDLETON
ROAD
MARKET N22



Evaluation

Evaluate the success of the sponsorship and marketing period:

- Footfall at events (already aprox 1400 per event and growing).
- Traffic on website (stats provided)
- Social media engagement stats/matrix (Instagram = 1265 followers and counting)
- Word of mouth and sentiments/Testimonials
- Feedback from participants and partners involved/Google docs
- Full report provided to sponsors post event.

Rate Card

Principal Sponsor x 1. Logo is largest on website Sponsors page, large logo on posters, leaflets, vinyl banners and handle link on social media profile. Small logo on each page of website with links. Post event thank you on social media.

£2000 sole sponsor

2nd Tier Main sponsors x 3. Smaller logo but they have equal prominence on website Sponsors page, on posters, leaflets. Post event thank you on social media.

£1000 each

Community Sponsor x 4. Written name, links to business, on Sponsors page of website and printed media. Mentions in social media.

£250 each

Stage sponsors x 6. Logo on stage banner on day of event, mentions on website (sponsors page) and on event posts

£100 each or in exchange for equipment

Teenage Market Sponsor – specific sponsoring of our Teenage Market – Youth sellers at an indoor location. Brand prominence on website Sponsors page, on posters, leaflets. Mentions in newsletters

£400 - one sponsor only

To book your sponsorship
support email

hello@tottenhamgreenmarket.com

or call Lucy on 07958710351

Deadline is **21st October 2024**