



## Medieval Sponsorship Package 2019

**Award-winning, heritage rich, family friendly day of Medieval fun for all!**



On Saturday 6 July 2019 Canterbury's fourth **Medieval Pageant and Trail** will be taking place. The day launches with a pageant celebrating Henry II and Queen Eleanor's visit to Canterbury in 1174 - so Henry could apologise for his part in the murder of Archbishop of Canterbury, Thomas Becket. This year Queen Eleanor will be taking centre stage, a woman still held as a feminist icon, the creator of the Courts of Love and the only Queen to go on crusade! The parade features historical characters, local schools and community group, re-enactment groups, giants, music creating medieval mayhem. The event was created to highlight Canterbury as a **vibrant cultural heritage destination** for national and international visitors.

The Pageant is followed by a **Medieval Family Friendly Trail** encouraging everyone to explore the city's hidden medieval gems. Held at various heritage locations in the city it includes opportunities to try archery, jewellery making, sword fighting, arts and crafts and even boasts a medieval encampment where you can try your hand at weaving and much more. Last year venues received over 4,000 visits on the afternoon of the trail.



**Local businesses** also get involved, offering medieval-themed tours, free games and prize draws and free craft activities. 2018 saw a medieval character hunt, discounts, medieval-themed food & drink offers, theatre and even medieval-themed window displays!

Find out more:

[www.canterburymedievalpageant.co.uk](http://www.canterburymedievalpageant.co.uk)



## 2018 Medieval Pageant Headlines

- 5,000 people watched the Pageant
- 4,000 visits to Medieval Trail locations
- 230 chocolate medallions were given away
- 266 pre-event workshop participants
- 218 performers took part in the parade
- 17 heritage locations provided medieval activities between 11.30am and 5pm
- 13 local businesses provided Medieval themed activities for shoppers
- 5 Giants (Henry, Eleanor, Nun, Knight and Lily)
- 2 Medieval warriors on horseback



*Winner of the "Lasting Impressions" award at the Kent Tourism Awards Ceremony 2017.*



## How can you support our work?

The Pageant team work with community groups, schools, local actors, musicians and creatives in the months leading up to the parade creating costumes, banners, flags, composing / learning music and writing scripts. 2019 will see 8 x East Kent schools, music ensembles, community groups and the Marlowe Junior Company all joining together to create the colourful parade alongside professional actors and musicians. **The day is free for everyone to enjoy.** The trail encourages people to explore the heritage sites across the city and provides creative opportunities for people of all ages to learn more about the history of Canterbury and life in the Medieval period.

The event seeks to grow – increasing workshops, reach and activities. But we need your support. In return for your support we can...

**Increase your brand awareness:** an audience of 9,000 enjoyed the pageant and trail in 2018. 5,000 leaflets were distributed both physically and digitally, and advertising appeared in local print magazines. This is a great opportunity to increase awareness of your businesses within the local community (see next page for sponsorship packages).

**In return your support will** give us the opportunity to increase our workshop provision with local schools and community groups and increase the scale of the event. You will also be **supporting Canterbury's rich heritage:** The event encourages people to visit some of the hidden medieval gems within the city, highlighting our local history and increasing footfall to these fantastic heritage sites.

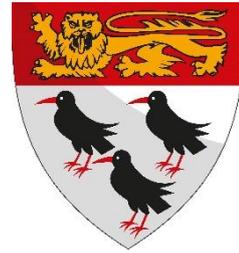
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# Sponsorship Packages

## £2,000 – King of the Realm (Headline sponsor)

- A specially designed Coat of Arms
- Coat of Arms to appear on flag as part of pageant
- Company Logo on:
  - Dedicated emails
  - All print materials (posters, leaflets, booklets)
  - Medieval Pageant Facebook event page
- Double page advert in the MyCanterbury Winter in the City Guide\*.
- Sponsorship mention in all press releases
- 4 x Twitter and 4 x Facebook dedicated messages about your company's support
- Mention and thanks at the event by compare
- We would welcome members of your business to join the Pageant on the 6 July



## £1,000 – Knight in Shining Armour (Sponsor)

- Company logo on:
  - Dedicated emails
  - All print materials (posters, leaflets, booklets)
  - Medieval Pageant Facebook event page
- Sponsorship mention in all press releases
- Single page advert in the MyCanterbury Winter in the City Guide\*.
- 2 x Twitter and 2 x Facebook dedicated messages about your company's support
- Mention and thanks at the event by compare
- We would welcome members of your business to join the Pageant on the 6 July



## £500 – Support the medieval Summer School

East Kent College, Canterbury will provide the space for a medieval summer school. Four schools will be invited to create medieval materials which will then be used during the parade including mini-castles, knights helms and banners. But we need to raise the funds to pay for the teachers and materials. To say thank you for your support you will receive:

- Company logo on:
  - Dedicated emails
  - All print materials (posters, leaflets, booklets)
  - Medieval Pageant Facebook and website event page
- 1 x Twitter and 1 x Facebook dedicated message about your company's support
- Mention and thanks at the event by compare
- We would welcome members of your business to join the Pageant on the 6 July



\* MyCanterbury City Guides are an A5 booklet with a print run of 20,000 copies delivered direct to homes, supermarkets, service stations, schools bags, Visitor Information Centre, Museums in Canterbury.

Find out more:

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# Who do we work with?

## Schools / Universities and Community Groups



Simon Langton Music Centre (boys and girls)  
St Stephens Junior School  
Wickhambreaux Primary School  
St Martins Primary School  
St Peters Primary School  
Priory Fields School  
The Spires Academy  
Canterbury College  
Canterbury High  
Marlowe Youth Theatre  
University of Kent  
Canterbury Christ Church University

## Re-enactment Groups / Amateur Actors / Music Ensembles



Milites De Bec  
Rough Musicke  
Men of Blean  
Conroi  
A Companye of Strangers  
Canterbury Tales  
Canterbury Players  
Brassies  
St Stephen's Church Choir  
Sensational Choir  
Canterbury Academy Choir

## Event Committee and Trail Venues



Big Bash Music Company  
Canterbury Festival  
Canterbury Connected BID  
Canterbury Cathedral  
Canterbury Tales  
Friends of Westgate Gardens  
Westgate Towers  
The Freemasonry Museum  
The Marlowe Kit  
Conquest House  
Ortwin Thyssen Jewellery  
Canterbury Christ Church University  
The Beaney House of Art and Knowledge

St Martin's Church  
St Thomas' Church  
St Dunstan's Church  
St Mildred's Church  
St Peters Church  
St Pauls Church  
Eastbridge Hospital  
St Augustine's Abbey

Find out more:

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