

ATTACHMENT A

Information for Epping Town Council regarding Funky Monk Sponsorship Proposal for Epping Christmas Market on Saturday, 2nd December 2023

Funky Monk Essex Ltd would like to be the Main Sponsor of this year's Christmas Market on Epping High Street which will be Saturday, 2nd December from 10am to 4pm. We have met with Funky Monk to discuss their proposal and have exchanged emails. Funky Monk is new to the area and want to introduce what they are offering to the community with the restaurant, bar and hotel facilities. Funky Monk wants to do this as a joint venture with Epping Town Council as Main Sponsor of the Christmas Market.

Financial Contribution to Epping Town Council from Funky Monk

For our Christmas Market event budget which this year is £3,000 to sponsor the whole event, this is what the Town Council would be asking for to cover the expenditure of the event. The costs include setting up and down the market gazebos for stallholders; PA system/event marquee set up and down; the hosting of the entertainment; financial contributions to choirs and other entertainment groups; event security; mascot characters fee; road closure and temporary event notice fees; first aid service; lunch for volunteers on the day and other adhoc expenses.

Requests from Funky Monk in return for sponsorship

- Editorial acknowledgements in press releases before and after Christmas Market event to go to local papers and magazines including Talk About Epping, local Vision, Epping Forest Guardian, etc.
- Promotional banners (artwork to be agreed with Epping Town Council but paid for by Funky Monk) with ETC crest and Funky Monk logo (to replace five existing banners for this year in locations?)
- Poster - Funky Monk logo to be included on ETC poster and distributed to High Street shops
- ETC website – upload poster and details of sponsorship/press release
- Social media – Twitter tweets and retweets; posts tags on Facebook regarding sponsorship as part of event
- Leaflet (produced by Mullocks estate agents) but with Funky Monk logo on front with programme and layout including Funky Monk mentions
- On the day – announcements of sponsorship throughout the day; display of banners; space for gazebo to sell champagne/cocktails and signpost/promote to venue; Martin Bell would have a slot to sing a few festive songs before the Christmas tree lights get switched on at 4pm to showcase event that evening; Manager or representative from Funky Monk to jointly turn the Christmas tree lights on with the Town Mayor.