



**Bringing the Big Top to Eastcott**  
**A Sponsorship Proposal by Eastcott Community Organisation**

2016 marks the 175<sup>th</sup> anniversary of Swindon's birth as a railway town and Swindon is set to celebrate in style with a year-long programme of events across the town.

Eastcott Community Organisation hopes to play its part in these celebrations by bringing the thrills and spills of a Victorian themed circus to Eastcott on Sunday 5 June 2016.

**To bring this dream to life we're seeking financial contributions from Swindon's business community.**

**This is your chance both to be associated with history in the making as Swindon marks its special anniversary, and to contribute to an amazing community experience.** Read on to learn more about this fantastic event and how your support will benefit your business as well as the event itself.

**Why choose a circus?**

The decision to select a circus theme is not a random one. In the 19<sup>th</sup> and 20<sup>th</sup> centuries travelling circuses were a regular feature of the Eastcott social fabric and were often held at the Savernake Street site.

In his 1932 book, 'A Swindon Retrospect', local historian Frederick Large, recalled how Wombwell, Bostock and Sanger's circuses were regular visitors to the grassed area alongside Eastcott Road.

So, as our contribution to Swindon's 175 celebrations, and to celebrate the past, present and future of our community, Eastcott Community Group wants to hold a mini-circus. Recreating elements of the Big Top experience of old there will be a combination of street performance, side-shows and workshops all held under canvas.

**All about the circus**

We've engaged a locally based circus company called Falding's Fandangos to design a range of circus packages for us. Their proposals are attached.

As you can see from the proposals, Falding's Fandangos will bring all the traditional fun of the fair and circus to Eastcott with their performances and workshops along with a lasting photographic record of the day.

**The cost involved**

It's our hope to offer package B –which offers a variety of performance and workshops. We can commit £1000 from our own funds. We are seeking contributions from local businesses to bring the total to over £2000.

Should we raise more than we need to bring the circus, we'd offer such additional activities as face-painting and crafts. We could even create a lasting reminder of the day with an information board to be displayed at the Savernake Street Centre featuring historical facts and photographs from the day.

**What's in it for you?**

Aside from the kudos of being associated with a spectacular community event your business will get invaluable exposure.

As a supporter, your business will be acknowledged on social media with a link to your business page and/or website. It will also be mentioned in the 2500 newsletters that we distribute to homes, libraries, Swindon Arts Centre and the Old Town Post Office.

In addition:

- If your business contributes over £50 it will be acknowledged on the publicity materials with your business logo included on posters and newsletters.
- Contribute over £100 and you can display your business leaflets at the event.
- There may be an opportunity for a limited number of businesses to have a stall at the event. Contact us if this is of interest to you.

### **The practical bits**

Obviously as a business you need to be confident that you are putting your name and your money to an event that meets fully with insurance and safety requirements. So:

- The circus element of the event will be insured by the organisers: Falding's Fandangos.
- Eastcott Community Organisation holds public liability insurance of £5M against activity taking place on the community centre site. In other words: any element not under the jurisdiction of Falding's Fandangos would be covered either by our insurance or that of the activity provider.
- We have consulted with Swindon Borough Council regarding the event and the use of the green space next to the community centre, which is shared usage.
- We will obtain any licenses required to use that space, if we raise enough funds to bring the marquee to the event.
- We are a registered charity and are therefore compliant with all the guidance that this involves.

NB: We are not able to accept donations from political parties or religious organisations. There may be other circumstances in which we may not be able to accept donations and we would seek professional advice as required.

For further information contact:

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### **About Eastcott Community Organisation**

Established in 2013 we're a community group and registered charity. Our objectives are increasing opportunities for those living in around the Eastcott area of Swindon, to bring members of the community together.

We manage a community centre, Savernake Street Social Hall, on behalf of Swindon Borough Council and are a group with no political or religious affiliations. We have a proven record of organising community events including Halloween events and annual street parties, for which the road is closed.

For more information visit: <http://www.facebook.com/SavernakeStreetSocialHall>

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