



Tetbury Woolsack Races 2026 Sponsorship Packages

The Event

On Monday 25th May 2026, over the Spring Bank Holiday long weekend, thousands of spectators, participants and media outlets from around the UK will make their way to Tetbury for the historic Tetbury Woolsack Races. Following the tremendous success of the 2025 event, we are building on that momentum to make the 2026 Tetbury Woolsack Races an even bigger "Celebration of the Cotswolds", highlighting the tradition of the event, dating back to the 17th Century.

The Tetbury Woolsack Races continue to foster local engagement and secure National media coverage. We attract spectators and participants from wide and far, providing a unique sponsorship opportunity for your business or organisation.

In 2026, we have simplified our sponsorship structure to make it more accessible while offering exceptional value and visibility for all our sponsors. **All proceeds from sponsorship go directly to support local charities.**

2026 Sponsorship Packages

We are excited to introduce a streamlined two-tier sponsorship structure designed to welcome more businesses into supporting this historic community event:

	Woolsack Champion Sponsor	Woolsack Supporter Sponsor
Sponsorship amount	Minimum £1,000	Minimum £250
Number of sponsors	Unlimited	Unlimited
Social media	Individual Social Media Call Out	Group Social Media Call Out
Video	Pre-day video of business	None
Banner placement	Prime banner placements on the track	Banner placement along the track
Banner numbers	Up to 6 banners (2 top, 2 middle, 2 bottom)	Up to 3 banners
Website	Listed on website, with link to your site	Listed on website
Physical presence	Stall in market quarter or food quarter	None
Race-day recognition	On-the-day live interview + call outs	On-the-day call out

Important Notes:

- Social media promotion begins immediately upon signing up - the earlier you sponsor, the more visibility you receive
 - Within each sponsorship tier, prioritisation is based on contribution amount
 - Both tiers are open to unlimited sponsors, making this accessible to businesses of all sizes
 - All proceeds support local charities
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Woolsack Champion Sponsor

Minimum Contribution: £1,000

Your Woolsack Champion Sponsorship enables us to deliver an outstanding community event that celebrates Tetbury's heritage while raising vital funds for local charities. As a Champion Sponsor, you will receive maximum exposure and premium benefits throughout the event lifecycle.

Your Champion Benefits Include:

Social Media Promotion

- Individual, dedicated social media callouts on our Facebook and Instagram channels
- Social media promotion begins immediately upon signing up
- Multiple features throughout the run-up to the event
- Your logo and web address included in each post
- The earlier you sponsor, the more social media visibility you receive

Video Feature

- Professional pre-event video feature of your business (supplied by you)
- Shared across our social media channels and website
- Authentic storytelling showcasing your connection to the community

Premium Banner Placements

- Up to 6 corporate banners (supplied by you) in prime locations
 - 2 banners at the top of the course
 - 2 banners in the middle section
 - 2 banners at the bottom of the course
- Maximum visibility throughout the race day in high-traffic viewing areas

Physical Presence

- Complimentary stall space in either the Market Quarter or Food Quarter (subject to availability)
- Direct engagement with thousands of event attendees
- Opportunity to showcase your products or services

Website Visibility

- Prominent listing in the Champion Sponsors section on the Woolsack Races website
- Hyperlink directing visitors to your website
- Brief bio about your business on the website
- Year-round digital presence

Race Day Recognition

- On-the-day interview opportunity with event commentators
- Multiple callouts and thanks within announcements between races
- Recognition as a "Champion Sponsor" throughout the day

Prioritisation

- Within the Champion tier, sponsors contributing higher amounts receive priority placement for banners, interview slots, and promotional scheduling

Your Impact

As a Woolsack Champion Sponsor, you are directly supporting local Tetbury charities while gaining exceptional visibility within the community and beyond. Your sponsorship helps cover essential event costs including insurance, road closures, safety measures, entertainment, and logistics.

Investment: Minimum £1,000 | Unlimited Sponsors Available

Woolsack Supporter Sponsor

Minimum Contribution: £250

Your Woolsack Supporter sponsorship plays a vital role in making the Tetbury Woolsack Races possible. As a Supporter Sponsor, you will receive strong brand visibility and meaningful recognition throughout the event.

Your Supporter Benefits Include:

Social Media Promotion

- Group social media callouts featuring all Supporter Sponsors
- Social media promotion begins immediately upon signing up
- Your logo included in promotional posts
- Regular features throughout the run-up to the event
- The earlier you sponsor, the more social media visibility you receive

Banner Placements

- Up to 3 corporate banners (supplied by you) placed along the race course
- Excellent visibility to spectators throughout the day
- Strategic placement in high-traffic viewing areas

Website Visibility

- Listing in the Support Sponsors section on the Woolsack Races website

- Hyperlink directing visitors to your website

Race Day Recognition

- On-the-day callouts and thanks within announcements between races
- Recognition as a "Supporter Sponsor" throughout the day

Prioritisation

- Within the Supporter tier, sponsors contributing higher amounts receive priority placement for banners and promotional scheduling

Your Impact

As a Woolsack Supporter Sponsor, you are making a meaningful contribution to a historic community tradition while supporting local Tetbury charities. Your sponsorship helps ensure this beloved event continues to thrive and bring the community together year after year.

Investment: Minimum £250 | Unlimited Sponsors Available

Why Sponsor the Tetbury Woolsack Races?

Community Impact

- Support local Tetbury charities doing vital work in our community
- Be part of a historic tradition dating back to the 17th Century
- Help preserve an event that brings the community together

Brand Visibility

- Reach thousands of spectators, participants, and visitors
- National and international media coverage
- Year-round digital presence on our website
- Social media exposure to engaged audiences

Business Benefits

- Align your brand with a beloved community tradition
- Demonstrate your commitment to local causes
- Network with other local businesses and community leaders
- Engage directly with potential customers

Flexible Investment

- Choose the level that works for your business
 - Unlimited sponsorship opportunities available
 - Priority benefits based on contribution level
 - Early sign-up advantages
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2026 Beneficiary Charities

The Tetbury Woolsack Races are proud to support local charities that make a real difference in our community. All sponsorship proceeds go directly to support local Tetbury charities. Our 2026 beneficiary charities will be confirmed shortly, however we are looking to donate towards :

- Local Mental Health support
- Tetbury nursery school

We are committed to ensuring every pound raised has maximum impact on causes that matter to our community.

How to Become a Sponsor

We would love to welcome your business as a sponsor of the 2026 Tetbury Woolsack Races.

Get Started:

1. **Choose Your Tier:** Select either Champion (£1,000+ minimum) or Supporter (£250+ minimum)
2. **Contact Us:** Reach out to discuss your sponsorship
3. **Confirm Details:** We'll work with you to finalise your benefits package
4. **Begin Promotion:** Social media promotion starts immediately upon sign-up

Remember:

- The earlier you sign up, the more visibility you receive
 - Both tiers have unlimited availability
 - Higher contributions receive priority within each tier
 - All proceeds support local Tetbury charities
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Contact Us

To find out more, about the event and sponsorship opportunities:

- Visit our website: tetburywoolsack.co.uk
- Head to our Facebook page: facebook.com/tetburywoolsack/
- Send an email: sponsorship@tetburywoolsack.co.uk

We look forward to partnering with you to make the 2026 Tetbury Woolsack Races an outstanding success while supporting vital causes in our community.

