

**IN** COLCHESTER PRESENTS

# COLCHESTER SOAPBOX RALLY 2025







CHECK OUT 2023'S  
SOAPBOX VIDEO →







## WHAT'S ON OFFER

**POSITION YOUR BUSINESS AT THE FOREFRONT OF COMMUNITY ENGAGEMENT AND VIBRANT EXCITEMENT BY SPONSORING THE COLCHESTER SOAPBOX RALLY 2025.**

With the unprecedented success of the previous event, where over 8,000 enthusiastic spectators lined Colchester High Street, this is a golden opportunity to align your brand with a thrilling spectacle that captivates both hearts and minds.

As a sponsor, your business will gain unparalleled visibility throughout the entire event, reaching not just the local community but also extending its reach through media coverage, including coverage on the day supported by our media partner, BBC Essex.

By associating your brand with this high-energy, community-driven event, you're not just supporting a local initiative but also embedding your business in the hearts of thousands. Be part of the excitement, showcase your commitment to community enrichment, and watch as your brand takes the spotlight at the Colchester Soapbox Rally 2025.

**DON'T MISS THE CHANCE TO DRIVE YOUR BRAND TO NEW HEIGHTS!**

**FOR BESPOKE SPONSORSHIP, PLEASE CONTACT [HELLO@OURCOLCHESTER.CO.UK](mailto:hello@ourcolchester.co.uk)**



## WHY IS THIS SUCH AN ATTRACTIVE OFFER FOR YOUR ORGANISATION?

THE OPPORTUNITY TO PLACE YOUR BRAND FRONT AND CENTRE IN FRONT  
OF THOUSANDS OF PEOPLE AT ONE OF COLCHESTER'S LARGEST AND MOST  
TALKED ABOUT EVENTS OF THE CALENDAR YEAR.

With well over 8,000 spectators in 2023 on the High Street and at our satellite screens around the City Centre, your brand will be placed at key times and referenced throughout the day.

Your branding will be used across the InColchester website which has had over 250k views in the past twelve months and social media channels with over 14k followers to ensure that your brand is elevated and celebrated throughout our Soapbox Rally communications

IF IT ISN'T THE RIGHT TIME FOR SPONSORSHIP,  
HAVE YOU CONSIDERED VOLUNTEERING FOR THE EVENT?  
IF SO, DROP US AN EMAIL TO DISCUSS MORE.



# BRONZE PACKAGE

£1000

The Bronze Package is a great offer. Your brand will be promoted as a sponsor of the Colchester Soapbox Rally to over 450 City Centre businesses through our weekly e-newsletters alongside your advert banner on the InColchester website.

You will also receive your very own personalised Colchester Soapbox Rally logo with your brand's name on it to promote on your social media channels and website, you could even add it to your email footer.

## THIS PACKAGE WILL INCLUDE:

- Logo on InColchester website & inclusion in e-newsletters to over 450 City Centre businesses
- Banner advert on Soapbox website page
- Logo included on sponsors page in race programme
- Personalised Soapbox Rally logo with your brand on it
- Big screen advert on day of event
- 1x Pre-agreed social media post with your content on the day of event
- Free entry for one soapbox kart
- Name check on press releases
- 1 minutes of mentions/broadcast of your company on PA system on day of the event



# SILVER PACKAGE

£2500

The Silver Package is not to be sniffed at, sign up to this package and you will receive a raft of fantastic PR for both pre-event and race day through promotion on our website and e-newsletters.

Alongside this, you will have your brand in front of over 10k spectators on the day of the event through mentions on our PA system, advertising on our big screen and a race banner of your very own on the track.

## THIS PACKAGE WILL INCLUDE:

- Logo on InColchester website & inclusion in e-newsletters to over 450 City Centre businesses
- Banner advert on Soapbox website page
- Logo included on sponsors page in race programme
- Personalised Soapbox Rally logo with your brand on it
- Big screen advert on day of event
- 2x Pre-agreed social media posts with your content on the day of event
- Free entry for one soapbox kart
- Name check on press releases
- 1/2 page Advert in Race Programme on day of the event
- 3 minutes of mentions/broadcast of your company on PA system on day of the event
- 1x Banners on race route on day of the event





# GOLD PACKAGE

£4000

The Gold Package is a great opportunity to have your organisation across our marketing collateral for pre event and on the day of the event.

As our Gold Sponsor, your brand will be sprawled across the race track and our race programme alongside featuring our big screens & PA system as well.

This is a fantastic opportunity not to be missed. We can see it now... your branded soapbox kart racing down North Hill with your free entry included in the package alongside your logo on the backdrop for photo's of each team.

## THIS PACKAGE WILL INCLUDE:

- Logo on InColchester website & inclusion in e-newsletters to over 450 City Centre businesses
- Banner advert on Soapbox website page
- Logo included on sponsors page in race programme
- Personalised Soapbox Rally logo with your brand on it
- Big screen advert on day of event
- 3x Pre-agreed social media posts with your content on the day of event
- Free entry for one soapbox kart
- Name check on press releases
- Full page spread Advert in Race Programme on day of the event  
5 minutes of mentions/broadcast of your company on PA system on day of the event
- 3x Banners on race route on day of the event
- Logo on Kart Racer Photo-op Backdrop
- Awarding of the Trophy at the end of the event to the Most Creative Winner



# PLATINUM PACKAGE

£7500

The Colchester Soapbox Rally in association with your organisation. Prime sponsorship for the Soapbox Rally with your logo across all of our marketing collateral, this is the perfect opportunity to have your company in front and centre for over 10k spectators on the day of the event.

We will only permit for one of these packages to be sold, so don't miss out.

## THIS PACKAGE WILL INCLUDE:

- Logo on InColchester website & inclusion in e-newsletters to over 450 City Centre businesses
- Banner advert on Soapbox website page
- Logo included on sponsors page in race programme
- Personalised Soapbox Rally logo with your brand on it
- Big screen advert on day of event
- 5x Pre-agreed social media posts with your content on the day of event
- Free entry for one soapbox kart
- Name check on press releases
- 2-page spread Advert in Race Programme on day of the event
- 10 minutes of mentions/broadcast of your company on PA system on day of the event
- 5x Banners on race route on day of the event
- Logo on Kart Racer Photo-op Backdrop
- Awarding of the Trophy at the end of the event to the Race Winner
- Logo on Start & Finish Race Gantries
- Sponsor of race ramp
- Logo on Winner's Podium
- Associate sponsor of Colchester Soapbox Rally event





# COLCHESTER SOAPBOX RALLY

FOR MORE INFORMATION ABOUT THE COLCHESTER SOAPBOX RALLY  
AND EVENTS IN COLCHESTER VISIT [INCOLCHESTER.CO.UK](http://INCOLCHESTER.CO.UK)

