



THE MAIDENHEAD BIG WEEKENDER Sponsorship Pack 2026



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A&L Events is a family-run business with a long-standing history in the entertainment industry, organising seamless and inclusive events. We take pride in delivering high-quality, community-focused experiences that bring people together.

The Maidenhead Big Weekender is a flagship event celebrating the local community, set to take place on July 25th & 26th, 2026 at Braywick Sports Ground, Maidenhead. This two-day festival is only £3 to attend. Although we wanted to make the event free to attend, we found it would be hard to implement licensing objectives and manage staff and stock without an idea of attendance. All funds raised from the entry fee will go back into the event to cover costs.

The festival features live music, a funfair, food stalls, a craft market and, if budgets/sponsorship allows, a spectacular fireworks display, creating a memorable experience for all attendees.

A specific number of complimentary fairground passes will be distributed to various organisations, which will then provide them to local families facing financial hardships. This initiative aims to give these families the opportunity to enjoy a fun day out with their children without the stress of added expenses.



As an event designed for the community, it's essential for us to engage with other community projects and help raise awareness for their causes. We plan to invite many amazing community groups to participate over the weekend, allowing them to either fundraise for their initiatives or promote the incredible work they do throughout our town.

With a variety of activities planned, from live music performances to interactive workshops, there will be something for everyone to enjoy. Local vendors will showcase their products, offering delicious food and unique crafts, while children can delight in games and entertainment designed just for them. By fostering a spirit of togetherness and joy, we aim to strengthen the bonds within our community and create lasting memories.

We invite everyone to join us in this celebration, bringing along their friends and family to share in the warmth and camaraderie that makes Maidenhead such a special place. Together, let's make this event an unforgettable experience for all!



BIG WEEKENDER

Event Details



Location

Braywick Sports Ground in Maidenhead, SL6 1BN.



Date

25th & 26th July 2026



Attendance

Expected to attract 10,000+ visitors over the weekend



Activities

We plan to feature a variety of local bands along with tribute bands at The Maidenhead Big Weekender.

The event will also include a funfair, an inflatable fun zone, large sandpitt creating a beach, Food stalls featuring local vendors, a Craft Market and Exclusive Bar Area.

BIG WEEKENDER

Why we need you

The Maidenhead Big Weekender is designed to be an inclusive, community-driven event that welcomes people from all walks of life. However, organising such a large-scale event incurs significant costs, estimated at £50,000. Your sponsorship will:

- Ensure that this event remains accessible to all no matter of financial background enabling us to limit the entry fee to a £3 token entry fee
- Helps local businesses, charities, and community groups showcase their work
- Provide entertainment and engagement opportunities for families and individuals
- Strengthen corporate social responsibility and brand visibility for sponsors

Beyond financial considerations, supporting this event plays a key role in fostering community spirit and local pride. Events like these create vital opportunities for people to come together, build connections, and celebrate the town they call home. They offer a safe, family-friendly environment where individuals of all ages can participate in cultural and recreational activities, helping to improve overall community well-being.

This event also serves as an economic booster for local businesses and vendors, providing them with a platform to reach a wider audience. Whether through food stalls, craft markets, or service offerings, businesses gain direct access to thousands of potential customers. Furthermore, by engaging local artists, bands, and performers, we are actively supporting the arts and entertainment industry, helping to sustain creative livelihoods within Maidenhead and beyond.

Finally, by partnering with The Maidenhead Big Weekender, sponsors have the chance to make a tangible impact on the future of community-led initiatives. Your involvement not only makes this year's event possible but also lays the groundwork for future events, ensuring that Maidenhead continues to host vibrant, inclusive, and engaging experiences for years to come.

We Need You!

BIG WEEKENDER

2025 Impact

The Maidenhead Big Weekender 2025 was a resounding success. Nearly 3,000 people attended, creating a vibrant, safe, and joyful celebration of community spirit

The 2025 Maidenhead Big Weekender delivered:

- High Attendance – with near sell-out days across the weekend.
- Strong Community Engagement – families, young people, and older residents joined together, showing that the event appeals across generations.
- Positive Feedback – social media was full of enthusiastic comments, highlighting how much attendees valued the experience.

Supporting the Community

The Maidenhead Big Weekender encouraged local participation, attracting families and groups from across Maidenhead and beyond. It also supported local businesses, with increased footfall in and around the event site benefiting cafés, pubs, and shops. Most importantly, it brought people together, as the inclusive nature of the weekend meant that everyone, regardless of age or background, could join in.

Thanks to the generosity of our grant givers, we were able to deliver a weekend that not only entertained but also strengthened the social fabric of Maidenhead.



Sponsorship Opportunities

Opportunities for you!

An aerial, black and white photograph of a city street grid. The streets are clearly visible, forming a dense pattern. A large, white, semi-transparent arrow points from the left side of the image towards the right, partially overlapping the text 'Lets Get Started'.

**Lets Get
Started**



Sponsorship Packages

We offer multiple sponsorship tiers, allowing businesses of all sizes to get involved:

Sponsorship Level	Cost	Number Available	Benefits
Headline Sponsor	£10,000	1	<ul style="list-style-type: none"> • Event branding: Your company's logo on all event signage, banners, and marketing materials • Main Stage Naming Rights: "[Your Company Name] Main Stage" • Social Media Promotion: Featured across all A&L Events platforms • Exclusive Media Coverage: Mention in press releases and media outreach • Prime Exhibition Space at the event • 40 free passes
Fireworks Sponsor	£5,000	1	<ul style="list-style-type: none"> • Opportunity for banner advertising on the fencing around Fireworks zone • Announcement on stage before the fireworks • Social Media Promotion: Featured across all A&L Events platforms • Exclusive Media Coverage: Mention in press releases and media outreach • Logo placement on the event website and marketing materials • Exhibition Space at the event • 30 free passes

Sponsorship Packages

Sponsorship Level	Cost	Number Available	Benefits
Saturday Headline Act Sponsor	£3,000	1	<ul style="list-style-type: none"> • Opportunity for banner advertising on the main stage during the headline act performance • Announcement on stage before the headline act • Social Media Promotion: Featured across all A&L Events platforms • Exclusive Media Coverage: Mention in press releases and media outreach • Logo placement on the event website and marketing materials • Exhibition Space at the event • 20 free passes
Sunday Headline Act Sponsor	£3,000	1	<ul style="list-style-type: none"> • Opportunity for banner advertising on the main stage during the headline act performance • Announcement on stage before the headline act • Social Media Promotion: Featured across all A&L Events platforms • Exclusive Media Coverage: Mention in press releases and media outreach • Logo placement on the event website and marketing materials • Exhibition Space at the event • 20 free passes

Sponsorship Packages

Sponsorship Level	Cost	Number Available	Benefits
Beach Sponsor	£1,000	1	<ul style="list-style-type: none"> • Opportunity for banner advertising near the beach • Social Media Promotion: Featured across all A&L Events platforms • Exclusive Media Coverage: Mention in press releases and media outreach • Logo placement on the event website and marketing materials • 10 free passes
Daytime Entertainment Sponsor	£1,000	5	<ul style="list-style-type: none"> • Logo placement on the event website and marketing materials • Social Media Mentions • Opportunities to display banners at the event
Community Sponsor	£500	10	<ul style="list-style-type: none"> • Logo placement on the event website and marketing materials • Social Media Mentions • Press Release announcement
Entry-Level Sponsor	£250	20	<ul style="list-style-type: none"> • Logo placement on the event website and marketing materials • Social Media Mentions

In-Kind Sponsorship

If your business can provide products, services, or discounts to help us deliver the event (e.g. printing, logistics, giveaways, soft drinks, snacks), we welcome in-kind sponsorships in exchange for brand visibility.

BIG WEEKENDER

Long-Term Vision

The Maidenhead Big Weekender is set to become a **cornerstone event** for the town, growing in scale and reputation each year. Sponsors will have the opportunity to expand their involvement across **multiple A&L Events**, which include large-attended events such as Fi.Fest Music Festival and Fire.Fest Fireworks Night, increasing their brand reach and engagement with diverse audiences.

Our long-term goal is to make this event a **permanent annual tradition**, with increasing support from the business community.

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Next Step

Get Involved

Partnering with The Maidenhead Big Weekender is an excellent opportunity to **enhance your brand visibility, support the local community, and engage with thousands of potential customers.**

Together, let's make this event an unforgettable experience for all!

For more details and to book your sponsorship package, please contact the team on the details below:



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