



Sponsorship Proposal

BE A PART OF THE ILLUMINATED BOAT PARADE
20TH SEPTEMBER 2025



illuminatedparade.com





About Us

The Illuminated Boat Parade is an annual event for any boat, any size any age – powered or unpowered, which provides a fun evening of entertainment for the whole Henley community; for boat entrants to close the boating season and for local residents (young and old) to come together and enjoy their river and community.

One of our primary organisers, Chris Taylor, who is an entrepreneur and toy inventor (he is one of the creators of Polly Pockets), founded the event in Cookham in 2015.



Meet The Founder



Chris Taylor

Founder

As a boating enthusiast, Chris explains where the idea came from...



“I thought it would be a nice idea to get a few lights on some boats and go down to the local pub! We had about 10 boats and everyone had a wonderful evening. It was such a fun evening it became an annual event.”



About Us

Following Covid, Chris and his partner Penny brought it to Henley in 2022 after moving to the town and it has grown incrementally every year and became incredibly popular with people on both sides of the river.

Last year, this amazing event attracted approximately 50 beautifully decorated boats and captivated around 3,000 spectators. We anticipate that this year's parade will be even bigger and more spectacular, offering an unforgettable experience for everyone.

The Illuminated Parade is a free event and is becoming a beloved tradition for many families, made possible by the dedication of one family who has sponsored it over the last three years. However, the increasing costs of staging this beloved occasion put its future in jeopardy.

We are urgently seeking financial support or sponsorship from community members or local businesses who want to help ensure that this cherished tradition continues for years to come. We believe that with your support, we can keep the spirit of the parade alive and thriving for years to come. Your contribution, no matter the size, will greatly assist us in bringing this event to life. Thank you for considering this opportunity to support our community.





Sponsorship Opportunities

We offer tailored sponsorship packages designed to maximize your brand's visibility:

■ Bronze Sponsorship Package

- Company logo displayed on the event website and selected promotional materials
- Social media shout-outs before, during, and after the event
- Brand alignment with a fun, community-focused, river brand

£250

■ Silver Sponsorship Package

- Credit as a sponsor of the event
- Company logo displayed on the event website and selected promotional materials
- Social media shout-outs before, during, and after the event
- Brand alignment with a fun, community-focused, river brand
- Announcement at the event prizegiving

£500

■ Gold Sponsorship Package

- Credit as lead sponsor of the event
- Premium logo placement on the event website, promotional materials (postcards, correx boards around the town) and event signage
- Featured in all press releases and newsletters
- Social media shout-outs before, during, and after the event
- Opportunity to be a member of the judging panel at the event
- Brand alignment with a fun, community-focused, river brand
- Announcement at the event prize giving

£3,000

Thank You

If you are interested in sponsoring the Parade or need further information, we would be delighted to hear from you. Please email: lights@illuminatedparade.com.

Let's make this year's Illuminated Parade the best one yet!

Best wishes
Claire Knott
Illuminated Boat Parade Organiser

