

HANWELL

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1898

FOR THE COMMUNITY, BY THE COMMUNITY

ABOUT HANWELL CARNIVAL

The Hanwell Carnival is one of the UK's longest-running free community Carnivals, originating in 1898. It has traditionally offered a vibrant mix of local culture, entertainment, charity fundraising, and community spirit – making it a major annual highlight in Hanwell, Ealing.

Typical attractions over the years include:

- Live music, bands and community performances
- Funfair rides and children's activities
- Charity and trade stalls
- Food and drink vendors, including a licensed bar
- Animal zone including a petting area, donkey rides & a dog show

A RICH HISTORY (1898 – PRESENT)

- The Carnival began in October 1898 as a cycle Carnival with a lantern parade, raising funds for Hanwell Cottage Hospital. Over the following decades, events such as parades, pageants, sports, and garden parties helped build its strong community identity.
- After World War II, the Carnival paused until its revival in 1961 by circus showman Billy Smart, who re-introduced a modern parade and helped restore it as a major local tradition.
- Since then, the Carnival has grown significantly – now drawing tens of thousands each year and remaining volunteer-run, free to attend and deeply rooted in Hanwell and the borough of Ealing's local culture.



SPONSOR US

LOCAL BUSINESS SUPPORT



Businesses can contribute by:

- Sponsorship
- Purchasing advertising space in our programme
- Donating raffle prizes
- Booking stalls at our fundraising events

Support Hanwell Carnival and promote your organisation by sponsoring us this year. With an anticipated audience of 20,000–25,000 attendees, sponsorship is a great way of reaching a large potential customer base on the day. The areas available for sponsorship are:



SPONSORSHIP INCLUDES:

- **Main Event:** 4 pages in our programme (including the back cover) free of charge. We will also include you in prominent coverage when promoting Hanwell Carnival including on social media, press releases, posters and flyers.
- **Music Stage:** 1 page in our programme and a banner advertising your business on stage
- **Animal Zone:** 1 page in our programme and a banner advertising your business in the animal zone
- **Craft Tent:** 1-2 pages in our programme and a banner advertising your business in the Craft Tent

ADVERTISE IN OUR PROGRAMME

Every year, we produce and distribute 5,000 copies of our programme, free of charge. This is a 32-page document with information about Hanwell Carnival, what is happening on the day and paid for advertising. We distribute a large number of programmes up to a month before the event to local organisations/businesses including schools, pubs, libraries, cafes, salons etc. We also have programmes available on the day of Hanwell Carnival which are distributed to attendees throughout the day.

This is a fantastic opportunity to showcase your business to the vibrant Hanwell community.

We offer a range of advertising options to suit different needs and budgets:

- ¼ inside page: £150
- ½ inside page: £225
- Full inside page: £375
- ½ page inside cover: £550
- Full page inside cover: £875
- Full page outside back cover: £925

Advertising in our programme not only supports the Carnival, a cherished local tradition, but also provides your business with great visibility. If you're interested, please email us at info@hanwellCarnival.co.uk with your preferred advert size and we'll guide you on availability/requirements. The deadline for final adverts is May 8th, 2026. Should you need assistance with design, our team is ready to help you create an engaging advertisement.



thank you

WE SINCERELY APPRECIATE ALL OF YOUR SUPPORT

WE COULDN'T HAVE ACHIEVED THIS WITHOUT THE HELP OF OUR AMAZING COMMUNITY

