



Sheep Drive and Livery Fair

Sunday 25th September 2022: Southwark Bridge

Sponsorship Opportunities

We invite you to support The Worshipful Company of Woolmen's 10th charity Sheep Drive and Livery Fair on Sunday 25 September 2022, in support of the Woolmen's Charity and the Lord Mayor's Appeal in the presence of the Rt Hon. the Lord Mayor of London, Vincent Keaveny.

Taking place on beautiful Southwark Bridge, closed to traffic for the entire day, thanks to the support of the City of London Corporation, the Sheep Drive is attended by over 1,000 pre-booked Freemen of the City of London along with their families and supporters. Freemen are guided in exercising their ancient "right" to herd sheep into the City over the Thames by the Guild of Young Freemen and our sheep are in-turn shepherded by their farmers, including volunteers and staff from City Farms.

The Livery Fair, also located on Southwark Bridge for the day, is a fabulous opportunity for the general public and visitors to the City to enjoy a wide range of stalls and displays including livery companies - ancient and modern - demonstrating their fascinating and ever evolving trades; along with wool, arts & crafts stalls and live displays. Food and beverage stalls round off all that's required for the perfect family day out whilst watching and counting the sheep go by ...

Second only to the Lord Mayor's Show in scale, this annual City event presents an unrivalled opportunity to demonstrate your support as part of a six-month calendar of promotional activity, commencing with the official declaration of "Bookings Open" on the 14th of March, through to celebrity guest announcement and associated publicity - and culminating with the core event on the 25th of September. Throughout this period an extensive press and social media programme will take place, offering many different opportunities to engage your brand in support.

Join us in supporting a thriving, modern City of London; much of which was built from the proceeds of the wool trade in many years gone by, and where wool, as one of the most sustainable and versatile fibres in the world is as relevant today to the very fabric of society as it has ever been – whether that be for personal or industrial use. The Sheep Drive and Livery Fair demonstrates the enduring link and dependency between City and nature, which remains as vital as ever to us all.

This wonderful family attraction is extensively marketed as we are a Partner of the City of London's annual programme of outdoor cultural events. **Summary 2021 Media Report is attached.**

We are delighted to confirm that The Campaign for Wool, whose Patron is HRH the Prince of Wales, will join us as Headline sponsor for the second year running.

www.sheepdrive.london



PARTNER PACKAGES:

Silver Partner £2,500

- Logo and link to your website on the Sheep Drive website
- Full engagement in social media campaign pre, during and post event
- Silver level branding on promotional signage on Southwark Bridge
- Your company logo on the event flyer
- Two places to take part in the Sheep Drive

Gold Partner £5,000

The above, plus:

- Gold branding on promotional signage and banners on Southwark Bridge
- Four places on the Sheep Drive
- Reserved space in the Livery Fair for a stall or space for promotional or charitable purposes
- Access to our VIP area

Platinum Partner £10,000

The above, plus:

- Join official launch media photo call 14th March with the Master Woolmen and Lord Mayor at Mansion House.
- Partner branding on all promotional signage and banners on Southwark Bridge
- Your dedicated drive – comprising ten places - on the Sheep Drive, with photo memento
- Join official photo with the Lord Mayor and 2022 Celebrity Freeman at the Sheep Drive opening
- Two tickets to The Worshipful Company of Woolmen's Civic Banquet in the City of London

For sponsorship enquiries please contact:

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THE WORSHIPFUL COMPANY OF WOOLMEN | CHARITY NO: 262211

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