



• FULL OF LIFE •
FAIR

2026

SPONSORSHIP
PACK

Reach more than **700**
engaged residents and over
42,000 households



LONDON BOROUGH OF
RICHMOND UPON THAMES

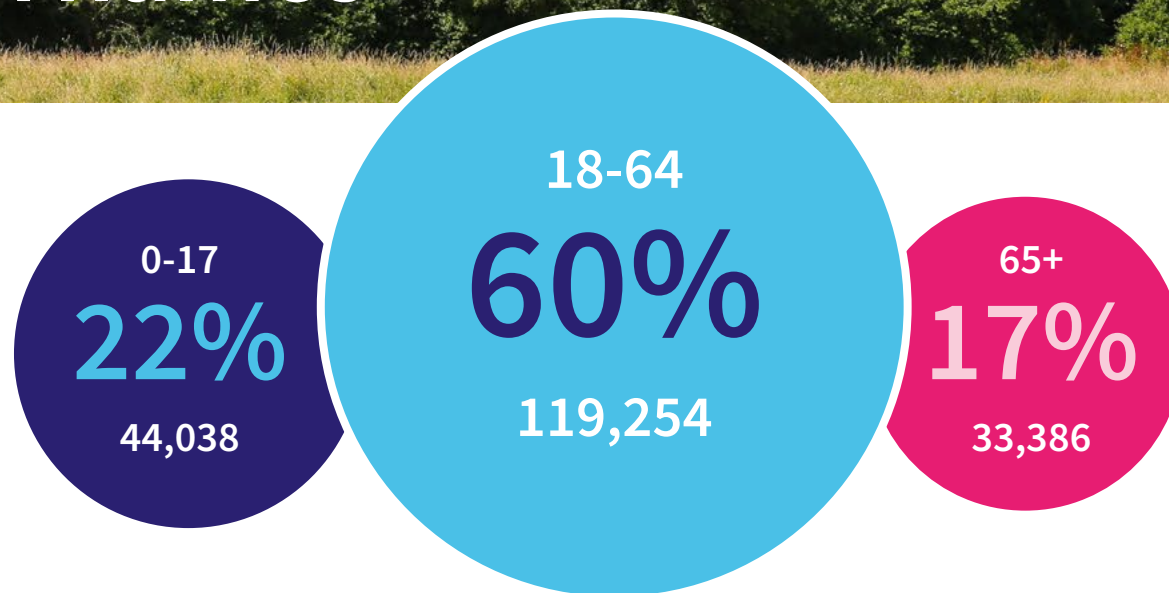


Richmond Upon Thames

Why Richmond

Richmond is a borough with highly engaged communities.

You can be a part of the council's flagship event in Richmond and have unique engagement with a **large population, over 196,000.**



Full of Life Richmond's flagship event

Full of Life a **unique event for adults** and **unpaid carers** living in the borough to live healthier and more independent lives.



Focus on prevention, maintaining independence and wellbeing

It educates and encourages residents to live well, giving them advice and guidance.

Trusted and known

In its 18th year the event has a track record of trusted community engagement and is trusted by 70+ organisations.

Huge community reach

The free, all-day Fair attracts 700+ residents and engages over 42,000 people in the lead-up to the event.

Community connections

Full of Life provides a rare opportunity to connect and to share information and recommendations.

Theme

Keeping our residents independent and healthy.

A chance to partner with us

Full of Life is a unique annual event, giving partners lasting visibility and association with a loved event.

Benefits of partnering with us are:

■ Engage with the large target audience

By partnering with the Fair, you have unique access to interact with over 700 engaged older residents and carers.

■ Exclusive and meaningful involvement

Practical and flexible ways to get involved, such as hosting stalls, delivering workshops, running demonstrations or contributing to themed content.

■ Opportunities for partnership and networking

The Fair offers access to a wide range of community, voluntary, commissioned and commercial organisations

■ Achieving CSR and social value objectives

Strengthen your local reputation by visibly aligning to a much-loved programme promoting ageing well and community connection

■ Build brand awareness

Raise your profile and brand reputation through valuable publicity in a trusted forum, reaching a over 42,000 people.

■ Joining a proven and trusted event

You will be aligning with a trusted council and event with proven footfall and have face-to-face time with a hard-to-reach audience



Marketing snapshot



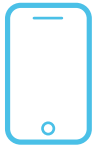
700+ people attending the event

You will get exclusive face-to-face access to engaged members of the community via a stall, leaflet or being a speaker



42,500 newsletter subscribers

You could be featured in our weekly newsletter in the lead up to the event.



15,000+ social media post impressions

We could post online to reach our vast audience



Event flyers to local libraries, community centres, notice boards, GPs and train stations. Richmond is a busy commuting train station.



70 organisations community groups and health services seeing your company supporting an impactful, trusted event



Our partnership impact

By partnering with Full of Life, you will help:

- Keep it a free, accessible and inclusive
- Support older people to stay healthy and independent
- Connect and forge networks to work collaboratively with services and voluntary organisations
- Gain valuable insights to local communities.
- Reduce isolation and improve health and wellbeing
- Provide a safe and trusted environment for attendees to learn about what's on offer and happening in their community



Sponsorship

Recognition:

	Bronze £1000	Silver £2000	Gold £6000
Listed as community partner in event program	✓	✓	✓
Name, link and description of organisation on Council website	✓	✓	✓
Logo on tote bag and opportunity to input materials		✓	✓
Headline sponsor			✓

At event exposure:

Showcase your products and/or services at the Full of Life Fair	✓	✓	✓
Run a workshop or presentation	✓	✓	✓
Volunteering opportunity for staff/corporate engagement day	✓	✓	✓
Larger stall area at the Full of Life Fair		✓	✓
Exclusively tagged in all social media posts about the event			✓
Prime position for your stall at the Full of Life Fair			✓
Logo on all event signage			✓
An exclusively branded wellbeing space to speak to attendees			✓
Dedicated email feature talking about your company			✓
Thanked at the opening remarks of the event.			✓





Next steps

Secure your place as a 2026 sponsor and join us in shaping a healthier, more connected community.

Contact: FOLsponsorship@richmond.gov.uk

Deadline: 21 August 2026

Packages are limited and allocated on a first-come basis