



THE YORKSHIRE
SOCIETY

YORKSHIRE
DAY

CIVIC CELEBRATION
AUGUST 1

Yorkshire Day Event Sponsorship



Yorkshire Day 2022

The Yorkshire Day Civic Celebration has taken place every year since 1985 on 1 August. Each year The Yorkshire Society appoints a town or city to organise a special civic celebration. In 2022 the event will be in Keighley, West Yorkshire. Keighley Town Council is deeply honoured to be chosen by the Yorkshire Society to host this significant celebration in our beautiful Town.

Current Town Mayor, Cllr Julie Adams said:

“We are honoured that Keighley has been selected to host the 2022 Yorkshire Day civic celebration event. Here in Keighley we celebrate all that is Yorkshire annually and to host the day on behalf of the county is amazing! Keighley is a truly diverse community with lots to offer and we look forward to showcasing the town and it’s wonderful community at its absolute best.”

To find out more about the Yorkshire Day Civic Celebration please visit <https://theyorkshiresociety.org/what-we-do/yorkshire-day/>



Order of the Day

The day will see up to 200 invited civic guests descend upon Keighley. Guests will arrive at Oxenhope station where they will board a steam train. They will be greeted by a breakfast on the train as it travels towards Keighley. Once in Keighley the guests will take part in the civic procession. A most colourful spectacle with Lord Mayors, Mayors, Chairs of Councils and Town Mayors all in their ceremonial robes, Mace Bearers, local and national dignitaries and members of The Yorkshire Society.

The procession route will parade on Cavendish Street and then turn left into North Street, past the Town Hall Square towards Keighley Shared Church.

Following the service, the guests will be transported to East Riddlesden Hall for a Civic Lunch.



Diamond Sponsor - £5000



Logo to be displayed on all promotional materials, e-communications and Keighley Town Council website



2 complimentary tickets to Civic Lunch at East Riddlesden Hall



Corporate membership of The Yorkshire Society worth up to £600



Promotion on our social media pages



Full page advert in Event Programme



Marketing materials to be included in guest's goody bag



Invitation to take part in the parade



Gold Sponsor - £2000



Logo to be displayed on Lunch Programme and Keighley Town Council Website



Half page advert in Event Programme



1 complimentary ticket to Civic Lunch at East Riddlesden Hall



Corporate membership of The Yorkshire Society worth up to £600



Marketing materials to be included in guest's goody bag



Invitation to take part in the parade



Silver Sponsor - £1000



Half page advert in Event Programme



Invitation to take part in the parade



Corporate membership of The Yorkshire Society worth up to £600



Logo and link on Keighley Town Council website



Marketing materials to be included in guest's goody bag



Bronze Sponsor - £500



Quarter page advert in Event Programme



Logo and link on Keighley Town Council website



Marketing materials to be included in guest's goody bag



Yorkshire Rose Sponsor - £100



Quarter page advert in Event Programme



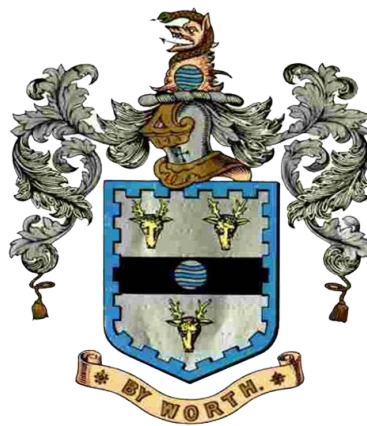
Logo and link on Keighley Town Council website



Get Involved

This is a once in a lifetime opportunity for Keighley, one that will be celebrated both locally, nationally and globally. It is a fabulous showcase for the town and all it has to offer. Yorkshire Day helps to promote pride in our town and at the same time helps to attract tourism and business to the area.

In addition to public attendance on the day, the event will be shared across multiple databases, social media platforms and websites. Providing the perfect opportunity to advertise your business to new current clients and customers.



To sponsor Yorkshire Day and to be a part of this truly unique event please email Events Officer, Sarah Kissack: sarah.kissack@keighley.gov.uk or call 01535 872126.



For people who love Yorkshire

For more information about The Yorkshire Society please visit www.theyorkshiresociety.org



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Keighley Town Council, Civic Centre, Keighley, BD21 3RZ

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