



October 2026 Lake Drain

Business Sponsorship Proposal

Help us care for one of Clevedon's most loved community spaces.

An invitation to local businesses

This October, MARLENS will once again undertake the **Lake Drain Down at Clevedon Marine Lake** — an essential programme of cleaning, dredging and repair that helps keep the lake safe, accessible and ready for the community.

The Drain Down is a highly visible community effort. When the lake is emptied around the tides, volunteers can get to work on deep cleaning, debris clearance, dredging and vital repairs before the lake refills.

We are inviting local businesses to become part of this work through our **October 2026 Lake Drain Sponsorship Campaign**.

Our target

£5,000

We are looking for a combination of local businesses to become:

- **Principal Sponsors — £1,000**
- **Lake Drain Sponsors — £500**
- **Community Partners — £250**

We are not asking businesses to fit a particular formula. Whether your business chooses to become a Principal Sponsor, Lake Drain Sponsor or Community Partner, **your support will help make a real difference.**

Every sponsor will help us care for Clevedon Marine Lake while receiving recognition for their support.

Why the Lake Drain Matters

Clevedon Marine Lake is much more than a swimming venue. It is one of Clevedon's best-known landmarks and a much-loved community asset, attracting visitors throughout the year for swimming, paddleboarding, kayaking, model boating, walking, photography and simply enjoying the unique coastal setting. The lake is free to use and open to the public year-round.

Each year, an estimated 100,000 people visit and enjoy the lake, making it an important part of Clevedon's visitor economy as well as its community life.

The Lake Drain Down is becoming an increasingly popular event in its own right. As the lake is emptied, MARLENS volunteers and supporters undertake essential cleaning, dredging, maintenance and repairs. Then, as the tide returns and the lake begins to refill, the **overtopping of the water back into the lake provides a remarkable finale**, attracting many people to the seafront to watch the spectacle.

For local businesses, this creates a valuable opportunity. **The Drain Down is not simply a maintenance operation — it is a visible community event that attracts attention to the lake and the surrounding area.**

By becoming a Lake Drain Sponsor, your business is helping to care for an important local asset — while putting your name in front of the community that uses, visits and cares about it.

Why this matters to local businesses

The Lake Drain brings people to the seafront at a time when there is genuine community interest in what is happening at the lake.

For local businesses, sponsoring the event provides an opportunity to associate your brand with a **positive, highly visible Clevedon occasion** — supporting the community while increasing your local profile.

Your sponsorship can help demonstrate your commitment to:

- Clevedon and the local community
- Health and wellbeing
- The environment

- Local heritage
- Volunteering
- A much-loved community asset

It is an opportunity to support something people care about — while helping your business be seen as part of the community behind it.

Our Principal Sponsors

£1,000

We are initially seeking just two businesses to become **Principal Sponsors** of the October 2026 Lake Drain.

Principal Sponsors receive:

Premium visibility

Your logo will receive the **most prominent positioning available to sponsors** on the main Lake Drain sponsor banner.

Principal Sponsor recognition

Your business will be identified as a:

MARLENS Principal Sponsor — October 2026 Lake Drain

Press and publicity

Your business will receive prominent recognition in MARLENS's Lake Drain press release and associated publicity, subject to editorial and space constraints.

Dedicated social-media recognition

We will create a dedicated sponsor recognition post for your business as part of our Lake Drain campaign (we have a significant and growing social media presence).

Website prominence

Your logo and website link will receive prominent placement on the MARLENS Lake Drain sponsor/supporter page for a defined period.

Digital recognition badge

You will receive a personalised **Principal Sponsor** digital badge that your business can display on its own website, social media or other digital communications.

Post-event recognition

Principal Sponsors will receive prominent recognition in MARLENS's post-event thank-you communications.

Sponsor quote opportunity

Where appropriate, we will offer Principal Sponsors the opportunity to provide a short quotation about why they are supporting Clevedon Marine Lake for inclusion in campaign publicity.

Principal Sponsorship is limited.

We are initially seeking just **two Principal Sponsor opportunities**.

Lake Drain Sponsors

£500

The **£500 Lake Drain Sponsor** package is our main sponsorship opportunity for local businesses.

Lake Drain Sponsors receive:

Event visibility

Your company logo will appear on the main Lake Drain sponsor banner displayed at the lake.

Press recognition

Your business will be named as a sponsor in our Lake Drain press release and associated publicity, subject to editorial and space constraints.

Website recognition

Your company logo and website link will appear on the MARLENS Lake Drain sponsor/supporter page for a defined period.

Social-media recognition

Your business will be recognised through MARLENS social-media communications during the campaign and in our post-event thank-you communications (we have a significant and growing social media presence).

Digital recognition badge

You will receive a personalised:

Proud Lake Drain Sponsor — October 2026

digital badge to use on your website and social-media channels.

Official sponsor status

Your business will be recognised as an official **MARLENS Lake Drain Sponsor**.

Community Partners

£250

We want businesses of all sizes to be able to support the Drain Down.

Our **£250 Community Partner** option provides an accessible way for smaller businesses and organisations to get involved.

Community Partners receive:

- Recognition as a **MARLENS Lake Drain Community Partner**
- Business name on the MARLENS sponsor/supporter webpage for a defined period
- Recognition through our social-media thank-you campaign (where we have a significant and growing number of followers)
- Inclusion in post-event sponsor/supporter recognition
- A personalised **Community Partner** digital badge

This is an ideal option for independent businesses and smaller local organisations that want to demonstrate their commitment to Clevedon and support the future of the lake.

Sponsorship at a glance

Benefit	Community Partner £250	Lake Drain Sponsor £500	Principal Sponsor £1,000
Community Partner recognition	✓	—	—
Lake Drain Sponsor recognition	—	✓	—
Principal Sponsor recognition	—	—	✓
Website recognition	✓	✓	Prominent
Website link	—	✓	✓
Social-media recognition	✓	✓	Dedicated post
Main Drain Down banner	—	✓	Premium position
Press release recognition	—	✓	Prominent
Digital recognition badge	✓	✓	Principal Sponsor badge
Post-event recognition	✓	✓	Prominent
Sponsor quote opportunity	—	—	✓
Number available	Open	Open	2

What your sponsorship helps make possible

Your sponsorship will help MARLENS continue the practical work needed to maintain Clevedon Marine Lake.

The Drain Down allows the team and volunteers to undertake work including:

- Debris/litter removal
- De-silting
- Essential repairs and maintenance of the lake and surrounding areas
- Installation of any improvement to marine habitat

This work helps preserve the lake's wildlife, supports safe use and ensures this special community space can continue to be enjoyed for generations to come.

More widely, MARLENS's ongoing work helps keep the lake safe, clean, accessible and available for everyone to enjoy.

Why become a MARLENS sponsor?

Support your local community

Clevedon Marine Lake is used and loved by local residents, visitors, swimmers, paddlers, clubs, schools and community groups.

Demonstrate your values

Sponsorship allows your business to demonstrate a commitment to **community, wellbeing, nature and local heritage**.

Gain local visibility

The Drain Down creates a visible opportunity to associate your business with a positive, recognisable Clevedon community initiative.

Be part of something tangible

This isn't an abstract fundraising campaign.

Your sponsorship helps support people who will be **physically working on the lake**, cleaning, clearing, dredging and repairing it.

Our £5,000 target

This is the **minimum target** for our October 2026 Lake Drain Sponsorship Campaign.

We hope to achieve this through a mixture of sponsorship levels.

However, **£5,000 is a minimum target rather than a fundraising ceiling.**

If we are fortunate enough to exceed this target, additional sponsorship income will enable MARLENS to undertake further essential maintenance, repairs and improvements at Clevedon Marine Lake, helping us continue to protect and improve this unique community asset.

Every additional business that chooses to support the Lake Drain will therefore help us do more.

The more we raise, the more we can invest in the future of the lake.

A partnership with a purpose

MARLENS was established by local people who cared deeply about the future of Clevedon Marine Lake.

After the lake fell into disrepair, local residents came together to help save it. A major refurbishment followed, supported by Heritage Lottery funding, North Somerset Council and the local community.

Today, MARLENS continues that community legacy.

The organisation actively welcomes businesses that want to support the lake through sponsorship and other forms of partnership.

The October Lake Drain is a natural opportunity for local businesses to become part of that continuing story.

We'd love your business to join us

We are now approaching businesses across Clevedon and the surrounding area to build our group of October 2026 sponsors.

Choose your level:

£1,000 — Principal Sponsor

For businesses looking for the highest level of visibility and association with the Drain Down.

£500 — Lake Drain Sponsor

Our main sponsorship package for local businesses.

£250 — Community Partner

An accessible way for smaller businesses to support the project.

Ready to become a sponsor?

To discuss sponsorship or secure your place, please contact:

Helen Sharp, Trustee
helenvictoriasharp@gmail.com
07796694537

Thank you

Clevedon Marine Lake is here because generations of people have cared about it.

Today, MARLENS volunteers and supporters continue that work — maintaining, protecting and improving a unique community asset for everyone to enjoy.

We would love your business to be part of that story.

Sponsor the October 2026 Lake Drain.

Help us keep Clevedon Marine Lake safe, clean and here for everyone.