Kicking off Christmas - Christmas Lights Switch-On Event - Request for Proposals

Organisation: Newtown & Llanllwchaiarn Town Council
Event: Christmas Lights Switch-On event
Times: 12.00noon – 10.00pm (Flexible on start time)
Location: Newtown, Powys, SY16
Proposed Date: Saturday 28th November 2026

Overview

We are seeking an experienced event delivery partner to design, plan, and deliver a memorable our Kicking off Christmas, Newtown's Flagship Christmas Lights Switch-on event that will attract visitors, engage the local community, and create a strong sense of festive atmosphere within our town.

We invite proposals that offer three scalable options - Good, Better and Best - each centred around a clear, cohesive theme and incorporating a mix of entertainment, food, and community-focused activities.

Objectives

- Deliver a high-quality, safe, and engaging festive event
- Increase footfall and dwell time within the town centre
- Encourage community participation and inclusivity
- Create a visually impactful and memorable lights switch-on moment
- Support local businesses and traders

Scope of Proposal

We are looking for a creative, full-service solution, which may include (but is not limited to):

Core Event Elements

- Event theming and creative concept development
- Event production, staging, sound, and lighting

- Hosting/MC and programming schedule
- Crowd management and safety planning

Themes

Suppliers are encouraged to propose one or more event themes for consideration for the event, e.g. Victorian Christmas. Winter wonderland, Christmas Carnival but not limited to. We would be open to suggestions.

Entertainment & Attractions

Proposals should consider a varied programme that could include elements of the following (but open to suggestions):

- Live singers and musicians
- Circus performances and/or dance acts
- Santa, elves, and character performers
- Santa's grotto experience
- Reindeer and sleigh (where feasible and appropriate)
- Fairground rides
- Christmas lantern parade
- Santa Run & Bike Parade

Food & Drink Offer

A festive food and beverage offering is essential and open to suggestions linked to the theme.

Visual & Experiential Features

Open to suggestions but subject to budget, but could include one or more of the following, subject to budget:

- Christmas lighting enhancements and NEW logo projection
- Faux snow (snow machines)
- Festive staging and décor aligned to the theme
- Fireworks display

On-the-Day Management

- Manage on-site logistics, scheduling, and performances
- Staff coordination and issue resolution
- Maintain ongoing communication with Newtown Town Council team.

Community Engagement

A key priority is community involvement. Proposals could include ideas such as:

- Opportunities for local traders and organisations to be involved, Local choirs, bands, school or community group participation linked to the theme.

Proposal Requirements

Please include for considering:

- Three-tiered proposal (Good, Better, Best) outlining:
    - Theme and concept
    - Key attractions and activities
    - Event layout and infrastructure
    - Indicative budgets for each tier
    - Creative visuals or mood boards (if available)
    - Experience and case studies of similar events delivered
    - Operational approach including logistics, staffing, and health & safety
    - Risk and contingency management approach
    - Insurance information
    - Timeline for planning and delivery

Deliverables Checklist

- Christmas Lights Ceremony (PA system, staging, countdown, fireworks, Santa)
- Live performances and MC
- Festive stalls with local food, crafts, and gifts
- Activities for children (i.e. funfair, face painting, storytelling, workshops)
- High-quality marketing materials and social campaign
- Information and First Aid points
- Free parking promotion
- Full event risk management and cleanup plan
- Outline of key dates & timeline

Budget

We are open to a range of proposals and welcome scalable options that clearly demonstrate value for money.

Submission Details

Please submit your proposal by: **Friday 24th July 2026**
By email: **enquiries@newtown.org.uk**

We are looking for a partner who can bring creativity, professionalism, and a strong understanding of community-led events to deliver a truly special Christmas celebration.

We look forward to receiving your proposals.