



# Bedford River Festival 2010 Sponsorship Opportunities

On the 17th and 18th July 2010, Bedford and the River Great Ouse will come alive as thousands of people enjoy one of the biggest FREE family events in the country.

The festival is a unique combination of carnival, funfair and fete staged along the Embankment, on the river and in Russell Park, offering numerous opportunities for people to participate in, or just relax and enjoy the entertainment and activities featuring a host of artists and performers, river craft, carnival procession, music, arts heritage, sports fireworks, stalls, trade stands and marquees.

The 2008 festival attracted 350,000 visitors.

The festival offers various levels of sponsorship and involvement:

- Partners
- Sponsors
- Activity Package
- Friends
- Corporate Hospitality

## Partners Package:

- Discounted site pitches.
- Your name and logo on all promotional material, including 60,000 festival programmes.
- Your name and logo in the feature in Bedford
- News, the Borough Council's newspaper distributed to 63,000 homes.
- Your name and logo on the River Festival website [www.bedford.gov.uk/riverfestival](http://www.bedford.gov.uk/riverfestival) and [www.bedfordevents.co.uk](http://www.bedfordevents.co.uk) with links to your website.
- Prime sites for up to 10 promotional banners.
- Announcements over the public address system in recognition of your support.
- Invitations to the Mayor's hospitality.

The opportunity to brand one of the major River Festival activity areas:

- River activities, parade of boats, raft races and displays
- River Festival programme and posters
- Publicity and Promotion
- Festival Media Partner
- Headline Orchestra/Act (Sunday evening)
- Carnival Parade
- Main Music Stage
- Bridges
- Main Arena including displays and demonstrations
- Firework Display
- Basejumping
- Dragonboats
- Water Sports Arena
- Secondary Stages including two community stages, acoustic stage and sports stage

**This sponsorship package is £6,300**



## Sponsors Package:

- Your name on 60,000 programmes.
- Your name in the feature in Bedford News, the Borough Council's newspaper distributed to 63,000 homes.
- Your name and logo on the River Festival website [www.bedford.gov.uk/riverfestival](http://www.bedford.gov.uk/riverfestival) and [www.bedsevents.co.uk](http://www.bedsevents.co.uk) with links to your own website.
- Prime sites for up to 5 promotional banners.

The opportunity to brand one of the major River Festival activity areas:

- Heritage Village
- Community Village
- Sports Village
- Healing Village
- Arts and Crafts Marquees
- Continental Market
- Synthetic Ice Rink
- Giant Sandpit (Sports & Entertainment)
- World Cuisine Marquee
- Funfair
- Event Transport
- Branded Directional Signs (on and off site)
- Car Parks
- Park & Ride

**This sponsorship package is £2,900**



## Activity Package:

- Your name on 60,000 programmes
- Your name in the feature in Bedford News, the Borough Council's newspaper distributed to 63,000 homes.
- Your name and logo on the River Festival website [www.bedford.gov.uk/riverfestival](http://www.bedford.gov.uk/riverfestival) and [www.bedfordevents.co.uk](http://www.bedfordevents.co.uk) with links to your site.
- Prime sites for upto 3 promotional banners
- Choice of either:
  - Dragonboat team entry OR
  - Invitations to the Mayor's Hospitality OR
  - Trading pitch (4x5m) on the festival site

**This sponsorship package is £1,100**

## Friends Package:

- Be associated with the regions biggest event.
- Your name on 60,000 programmes
- Your name in the feature in Bedford News, the Borough Council's newspaper distributed to 63,000 homes.

**This sponsorship package is £395**



## Corporate Packages

Corporate packages can be tailored to your needs and include supply of any or all of the following elements, marquee, associated tables, chairs, catering and bar.

## Events & Marketing, Bedford Borough Council

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