BEDFORD RIVER FESTIVAL

SPONSORSHIP OPPORTUNITIES

in association with

Wainwright
THE GOLDEN BEER
The 18th & 19th July 2020 will see the return of the iconic Bedford River Festival

From its humble beginnings in 1978 to the biennial behemoth it has since become, the River Festival is a unique and unmissable event. The Festival is staged on the Victorian Embankment Promenade, the River Great Ouse and uses the ideal surroundings of four local parks and the town centre to welcome a wealth of attractions to Bedford.

Estimated to attract in excess of 250,000 visitors over the two days, the Festival is now described as the second largest outdoor event of its kind within the UK, after Notting Hill Carnival. Visitors from the local area and indeed all across the UK are invited to enjoy a weekend of carnival fun, diverse entertainment, and of course, all things nautical!

The 2020 River Festival will include countless river activities, five live music and performance stages, the traditional carnival parade, the Arts, Heritage and Sports Villages, the wonderful offerings of the Continental Market and the spectacular fireworks, plus so much more.

The value of becoming a River Festival sponsor:

- Align your business with the Festival’s established brand values of inclusion, creativity, diversity and celebration
- Spectacular hospitality opportunities for clients, stakeholders, employees and business partners
- The opportunity to form links and meet with key Bedford stakeholders and businesses
- Engage your employees through team-building activities such as the Raft Races, Dragon Boats and Carnival Parade
- Ability to promote your brand directly to a huge local and regional audience
- Opportunity for up to a year of promotion and visibility on Bedford Borough Council’s digital platforms
Bedford River Festival in figures...

- 250,000 visitors
- 100,000 peak-time visitors
- 3 full-size temporary bridges installed
- Over 140 boats travelling to site
- 7 days of set-up, 2 days of Festival, 2 days to dismantle
- 16,000 Bedford Borough Twitter followers
- 33,000 Facebook event followers
- 50,000 Festival programmes
- 7,000+ official 2018 video views
- 29,000+ website page views a month
- 140+ performers, musicians and bands
- @BedfordEvents #RF2020

A flexible approach...
If you can’t find what you’re looking for in this brochure, please contact the Events Team at events@bedford.gov.uk to discuss a bespoke package to suit your business requirements.
Imagine ‘Bedford River Festival in association with’ ... YOUR business!

We are looking for a headline sponsor to take on the phenomenal branding opportunities found across the entire 105 acre Festival site. You could be the sponsor of a River Festival that promises to be bigger and better than ever before!

Your organisation’s name will be on the lips of every Bedford local and visitor from the moment the anticipation for the 21st Festival begins. This could mean a YEAR of promotion for your business! We will help to bring your brand to life on this momentous weekend of community spirit and family fun.
• Exclusive association with the prestige of the River Festival name
• Incorporation of your business logo within the River Festival 2020 logo – used on all promotional materials and event signage
• Branding of the River Festival 2020 staff uniform
• A large pitch, including a 9x9 marquee, which could be used for trading, promotional or exclusive hospitality purposes
• Multiple prominent banner sites in hotspot locations with the highest footfall including site entrances, the main fireworks observation area and alongside the river where tens of thousands of visitors linger to view and photograph the river activities.
• Your name and logo featured prominently on 50,000 printed event programmes and programme downloads
• Your name and logo featured prominently on the Bedford Borough Council’s River Festival webpage and social media event coverage
• An endorsement banner featuring your name and logo added to the carousel on Bedford Borough Council’s landing page for an agreed number of days over the course of the 12 months leading up to the Festival
• Promotional announcements made across the Festival PA system throughout the weekend
• Pre-recorded promotional messages shown on the Russell Park big screen throughout the weekend
• Six invitations to the Mayor’s Festival Reception

2020 could be the year your business brings a unique touch to the Bedford River Festival – don’t miss out on this incredible opportunity!
The Premium sponsorship packages include the following fantastic benefits:

- Prime sites for up to ten promotional banners
- Your logo on 50,000 printed event programmes and downloads
- Your business name logo on the Bedford Borough Council’s River Festival webpage and associated social media event coverage
- Promotional announcements made across the Festival site PA system throughout the weekend
- Four invitations to the Mayor’s Festival Reception
- Pre-recorded promotional messages shown on the Russell Park big screen throughout the weekend
- The opportunity to brand one of the major River Festival activity areas (listed below)

**The Main Stage £6,900**
The beating heart of the Festival site is located in Russell Park; the Main Stage attracts huge audiences across the weekend and offers your business unparalleled branding opportunities across the stage and frontage area. This Stage showcases the best of Bedford’s local bands and musicians, plus a variety of unique acts touring the UK.

**Bridges £6,900**
Imagine your logo emblazoned on Bedford’s iconic Suspension Bridge ... With 250,000 people crossing the 14 permanent and temporary bridges over the course of the Festival weekend, this package will ensure you will be seen by everyone! A prime opportunity to put yourselves (literally) on the map.
Festival Programme £6,900
As the promotional programme sponsor, your business name and logo will be incorporated into the front page design of the 50,000 programmes distributed and thousands more downloaded regionally and beyond, reaching an audience of hundreds of thousands.

St Mary’s Garden Village £4,500
St Mary’s Garden Village will offer a chilled out and friendly vibe, featuring a range of eclectic local arts and crafts, a large stage of its own, an Adventure Village, plus a bar and catering outlets. This area received brilliant reviews from visitors in its inaugural year of 2018 – why not make it an exclusive focal point for your brand in 2020?

Festival River Activities £4,000
If your brand is all about traditional values, you may like to sponsor the very essence of the River Festival and its huge array of classic river events. Your brand would be seen by thousands upon thousands of visitors watching or taking part in river events, including the Dragon Boat Races, Grand Parade of Cabin Cruisers and Narrow Boats, Raft Races, the Illuminated Boat Parade and the Glow Stick Paddle. You can choose to enter either a Dragon Boat or Raft team to race and can brand the certificates and trophies. Maybe your staff can even claim first prize!

Community Stage £4,000
Could your business engage with and promote local talent? The ever-popular Community Stage on Mill Meadows plays host to over 40 bands and musicians, artists, dance schools and community groups from across Bedfordshire. Amazing branding opportunities are available for this stage, including banners and PA announcements, plus the opportunity to support a diverse range of home-grown performers.
Partner Packages - £2,500

Our Partner packages offer a variety of attractive sponsorship options and associated activities to suit your business needs.

All of the following Partner packages are priced at £2,500 and include the following:

• Your logo on 50,000 printed event programmes and downloads
• Your business name and logo on the Bedford Borough Council’s River Festival webpage and associated social media event coverage
• Prime sites for five promotional banners
• And of course, the branding of one of the River Festival activity areas (listed below)

Sports Village
Calling all Bedford-based gyms, fitness brands, and sporting organisations! The Sports Village on Longholme Island showcases a wide range of sporting activities, demonstrations and ‘have a go’ sessions for the whole family, both on the land and in the water. The sponsor also has the opportunity to host their own stand on a pitch within the Village, which could be used for promotion, education or even displays.

Car Parks and Elstow Park & Ride
Want to reach the visitors who bring over 5,000 cars to the Festival car parks over the weekend? This package offers a simple and highly effective solution, with great opportunities for advertising your products or services.
Heritage Village
The award-winning Heritage Village will once again be set on the picturesque Castle Mound, creating a major gateway into the Festival site. This is a prime spot to catch the attention of visitors arriving from the town centre car parks and train station, and would be ideal for interactive engagement with audiences.

Firework Finale
Saturday night always ends with a spectacular bang, so why not create a lasting impression? The grand pyrotechnic finale offers the opportunity to reach a captive audience of over 100,000 visitors with a pre-recorded message to accompany the display.

Water Sports Arena
Want to sponsor an element of the Festival that reflects your brand’s own values of adventure and fun? Occupying its own dedicated section of the River Great Ouse, the Water Sports arena hosts a variety of thrilling river activities that visitors of all ages flock to see and take part in, from the kayak ramp and slalom, to zorbing and paddle boarding. Why not get your business on-board with this exciting hub of activity?
**Corporate Hospitality Package - £2,000**

The Corporate Hospitality package includes a choice of the following:

1. Two invitations to the Mayor’s Festival Reception
2. Or a Dragon Boat team entry

Plus:

- A fabulous way to entertain clients, have a staff party or simply have an exclusive space for your team with a 9 x 9 metre marquee – kitted out with tables and chairs, power supplies, and on a prime riverfront spot!
- Your logo on 50,000 printed event programmes and downloads
- Your logo on the Bedford Borough Council’s River Festival webpage and a ‘thank you’ post on the associated social media channels
- A banner onsite for everyone to see

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**Corporate Package - £1,000**

The Corporate package includes a choice of the following:

1. Two invitations to the Mayor’s Festival Reception
2. Or a Dragon Boat team entry
3. Or a 3m x 3m promotional/trading pitch

Plus:

- Your logo on 50,000 printed event programmes and downloads
- Your logo on the Bedford Borough Council’s River Festival webpage and a ‘thank you’ post on the associated social media channels
- A banner onsite for everyone to see

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**Friends of the River Festival Package - £500**

The Friends package is designed to offer smaller businesses the perfect opportunity to promote their services and products to a large local and regional audience.

Investing in the Friends package will get your business:

- Your logo on 50,000 printed event programmes and downloads
- Your logo on the Bedford Borough Council’s River Festival webpage and a ‘thank you’ post on the associated social media channels
- A banner onsite for everyone to see
# Summary of Sponsorship Packages

<table>
<thead>
<tr>
<th>Headline Sponsor</th>
<th>Premium Package</th>
<th>Partner Package</th>
<th>Corporate Hospitality Package</th>
<th>Corporate Package</th>
<th>Friends Package</th>
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## PRE EVENT RECOGNITION

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## ON SITE RECOGNITION

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* included with Festival River Activities package

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Please note that the above is a guide to the sponsorship packages available. For further information please see enclosed or contact the Events Team at [events@bedford.gov.uk](mailto:events@bedford.gov.uk)
01234 718450

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