



**BEDFORD**  
**RIVER**  
**FESTIVAL**  
**20<sup>TH</sup> & 21<sup>ST</sup>**  
**JULY 2024**

**BEDFORD RIVER FESTIVAL 2024**

**SPONSORSHIP**  
**OPPORTUNITIES**

# The 20<sup>th</sup> & 21<sup>st</sup> July 2024 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 remarkable and unmissable event that brings the community of Bedfordshire (and beyond) together. The Festival is staged across a unique site encompassing the Victorian Embankment Promenade, the River Great Ouse, scenic local parkland 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 River Festival is now described as the second largest outdoor event of its kind in the UK. The site itself measures 107 acres, the equivalent of 71 football pitches! Visitors from the region and indeed all across the UK are invited to enjoy a weekend of festival fun, diverse entertainment, and of course, all things nautical.

The 2024 River Festival will include countless river activities and displays, multiple live music and performance stages, arts, crafts and sports, the wonderful offerings of the Festival market, and so much more.

## **The value of becoming a River Festival sponsor:**

- Align your business with the Festival's established brand values of community, inclusion, creativity, diversity and celebration
- Fantastic opportunities for Bedfordshire businesses, stakeholders, and clients to form links and engage with regional partners and customers alike
- Engage your employees in team-building activities such as the Dragon Boat Races and Raft Races
- Brand activation opportunities available both in the lead-up to the event and over the course of the weekend itself, with exposure to a huge local and regional audience of varying demographics
- Up to a year of promotion and visibility on Bedford Borough Council's digital platforms



## Bedford River Festival in figures



Over 250,000 visitors



100,000  
peak-time visitors



3 full-size  
temporary  
bridges installed



Over 100 boats  
travelling to site



7 days of set-up,  
2 days of Festival,  
2 days to dismantle



18,000  
social media  
followers  
[@BedfordEvents](#)



29,000  
Bedford Borough  
social media  
followers



80,000+  
unique visitors to  
website in 4 weeks  
prior to Festival (2022)



150+ performers,  
musicians  
& bands



[@BedfordEvents](#)  
[#BedfordRF2024](#)

### 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](mailto:events@bedford.gov.uk) to discuss a bespoke package to suit your business requirements.

## **Bedford River Festival Headline Sponsors - £25,000**

### ***Imagine 'Bedford River Festival in association with' ... YOUR business!***

*We are looking for headline sponsors to take advantage of the phenomenal branding opportunities found across the entire Festival site and in the lead-up to the event. You could be one of the headline sponsors of a River Festival that promises to be bigger and better than ever before!*

*This package offers the unmissable opportunity to have your name directly associated with Bedford's biggest community event from the very moment the anticipation for the 22<sup>nd</sup> Festival begins.*

*This could mean a YEAR of promotion to a huge local and regional audience for your business, culminating in a momentous weekend of community spirit and family fun during which your brand will have a hugely visible presence onsite. There are also multiple opportunities for your business to attend and engage first-hand with Festival visitors and key Bedford-based stakeholders and clients.*



- Association with the prestige of the River Festival name
- Your name and logo featured prominently on the River Festival website and associated social media event coverage: [riverfestival.bedford.gov.uk](https://riverfestival.bedford.gov.uk)
- Branding of the River Festival 2024 staff uniform
- A large pitch, including a 9m x 9m marquee, which could be used for trading, promotional or exclusive hospitality purposes
- Multiple prominent banner sites in hotspot locations with the highest footfall (up to thirty banners)
- Your name and logo featured prominently on promotional event literature, including the event programme
- 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: [www.bedford.gov.uk](https://www.bedford.gov.uk)
- Promotional announcements made across the Festival PA system throughout the weekend
- Your pre-recorded promotional messages shown on the Russell Park big screen throughout the weekend
- Six invitations to the Mayor's Festival Reception



***2024 could be the year your business brings a unique touch to the Bedford River Festival – don't miss out on this incredible opportunity!***



## Premium Activity Sponsor - £7,000

*The Premium Activity sponsorship packages offer exclusive onsite branding opportunities and include the following fantastic benefits:*

- Prime sites for up to ten promotional banners
- Your business name and logo featured on the River Festival website and associated social media event coverage: [riverfestival.bedford.gov.uk](http://riverfestival.bedford.gov.uk)
- Your logo featured on the event programme
- Promotional announcements made across the Festival PA system throughout the weekend
- Your pre-recorded promotional messages shown on the Russell Park big screen throughout the weekend
- Four invitations to the Mayor's Festival Reception
- The option to have a 3m x 3m pitch onsite which could be used for promotional activities or trading
- The opportunity to brand one of the major River Festival activity areas (listed below)

### The Main Stage

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 talented bands and musicians, plus a variety of unique acts touring the UK.

### Bridges

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 your business' branding will be seen by everyone as they explore our expansive site. A prime opportunity to put yourselves (literally) on the map.



## Activity Sponsor - £5,000

*The Activity sponsorship packages offer a variety of attractive sponsorship options and associated activities to suit your business needs, including:*

- Your business name and logo featured on the River Festival website and associated social media event coverage: [riverfestival.bedford.gov.uk](http://riverfestival.bedford.gov.uk)
- Your logo featured on the event programme
- Prime sites for up to six promotional banners
- Two invitations to the Mayor's Festival Reception
- The option to have a 3m x 3m pitch onsite which could be used for promotional activities or trading
- The opportunity to brand one of the major River Festival activity areas (listed below)

### Festival River Activities

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 boat races, Grand Parade of Cabin Cruisers and Narrow Boats, the Illuminated Boat Parade and more.

This package also includes the sponsorship of the Festival's Water Sports Arena, an exciting hub of thrilling river activities from the kayak ramp and slalom, to zorbing and paddle boarding.



## Community Stage

Could your business or organisation engage with and promote local talent? The ever-popular Community Stage on Mill Meadows plays host to a multitude of 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.

## Sports Island

Calling all Bedford-based gyms, fitness brands, and sporting organisations! The Sports Island 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 3m x 3m pitch within the Island, which could be used for promotion, education or displays.

## High Street

The 2022 River Festival saw the successful expansion of the event onto Bedford’s High Street and Town Bridge, bringing two new fantastic attractions to the event: the Bedford Festival of Motoring and the Bands on the Bridge performance area. This central activity area offers the opportunity to link in with many of Bedford’s local businesses, or expand your presence at the event if your business already occupies a physical location in the town centre.

## Castle Mound Vegan Lounge

The Vegan Lounge was undeniably 2022’s hidden gem. It completely transformed the northern area of Castle Mound into a bohemian den of delicious vegan food, unique trade offerings, and a laidback festival atmosphere; we are excited to see it grow in 2024!

In addition to the Vegan Lounge, Castle Mound will feature cultural and arts offerings from local providers and organisations, so would be an ideal location for interactive engagement between a sponsor and visitors. Lastly, this area is a prime spot to catch the attention of visitors arriving from the town centre car parks and train station; it is also a fantastic river activities viewing area.



## Festival Funfair

Want to sponsor an element of the Festival that reflects your brand's own values of adventure and fun? We have three funfair sites situated across the event which offer fantastic branding and interactive engagement opportunities in Russell Park, on Mill Meadows island, and on Everard Meadow. With a variety of both vintage classics and modern adrenaline-inducing rides, the Festival funfairs attract visitors of all ages.

## St. Mary's Garden Island

St. Mary's Garden Island will once again offer a chilled out and friendly vibe that is particularly suitable for families with children and visitors who would like to simply relax and enjoy the attractive parkland surroundings and Riverside development. Attractions on offer include the ever-popular Adventure Village, river racing viewing, picnic spots, plus a bar and catering outlets, with more to be confirmed.

## Car Parks and 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 a physical advertising presence for your products or services.



## Partners of the River Festival Sponsorship Package - £2,000

*The Partners of the River Festival sponsorship package includes two key benefits:*

- Two invitations to the Mayor's Festival Reception
- A 3m x 3m promotional/trading pitch onsite

Plus:

- Your logo featured on the River Festival website: [riverfestival.bedford.gov.uk](http://riverfestival.bedford.gov.uk)
- A 'thank you' post on our associated social media channels
- Your logo featured on the event programme
- Up to three banners onsite for everyone to see

## Friends of the River Festival Sponsorship Package - £750

The Friends sponsorship package is designed to offer smaller businesses the perfect opportunity to be associated with the River Festival and to promote their services and products to a large local and regional audience.

Investing in the Friends package offers the following benefits:

- Your logo featured on the River Festival website: [riverfestival.bedford.gov.uk](http://riverfestival.bedford.gov.uk)
- A 'thank you' post on our associated social media channels
- Your logo featured on the event programme
- A banner onsite for everyone to see



# Summary of Sponsorship Packages

	Headline Sponsors	Premium Activity Sponsorship	Activity Sponsorship	Partners Sponsorship	Friends Sponsorship
	£25,000	£7,000	£5,000	£2,000	£750
<b>PRE EVENT RECOGNITION</b>					
'Bedford River Festival 2024 in association with YOUR BUSINESS' branding	✓	-	-	-	-
Logo on Festival programme	✓	✓	✓	✓	✓
Logo on Festival website & social media	✓	✓	✓	✓	✓
Carousel Banner on bedford.gov.uk	✓	-	-	-	-
<b>ON SITE RECOGNITION</b>					
Festival Uniform Branding	✓	-	-	-	-
Large Multi-use Pitch	✓	-	-	-	-
Zone or Activity Branding	-	✓	✓	-	-
9m x 9m Marquee	✓	-	-	-	-
Banner(s) onsite	✓	✓	✓	✓	✓
PA Announcements	✓	✓	-	-	-
Big Screen Promo Messages	✓	✓	-	-	-
Invite(s) to Mayor's Reception	6	4	2	2	-
3m x 3m Promo Pitch	included in large pitch	Optional	Optional	✓	-

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**

 **Bedford River Festival**

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**BEDFORD RIVER FESTIVAL**



**BEDFORD**  
BOROUGH COUNCIL

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