

BEDFORD RIVER FESTIVAL

Sponsorship Opportunities



On the 21st and 22nd July 2012, just one week before we celebrate the opening ceremony of the London Olympics, the Town of Bedford and the River Great Ouse will come alive to the sight and sound of hundreds of thousands of people, enjoying one of the biggest free family festivals in the UK!

Staged on the picturesque Victorian Embankment, Promenade, the River Great Ouse and in Russell Park, the Festival is a unique combination of the carnival, the musical, and of course, the nautical! From the traditional launch of the Festival with the parade, to the five live music stages, countless River activities, fireworks, the opportunity to participate in our arts, heritage

or sports villages, and stroll through our continental market and taste cuisine from around the world; there is literally something for everyone at the Bedford River Festival.

This year there are more opportunities than ever before for your organisation to get involved, support, promote or simply enjoy the Bedford River Festival 2012.z



Friends Package

The 'friends' package gives smaller businesses the opportunity to support and be associated with the regions largest free festival, giving amazing exposure to local audiences.

The benefits of the 'friends' involvement include:

Your company logo to go on 65,000 printed copies of the Festival programme

The festival programme is reproduced as a download on the Events website with an estimated 100,000 hits before the festival with your company name, details and links to your website

Your business details included in the sponsors advert in local media with 108,000 distribution

The opportunity to take a 10% discount on a site pitch greater than 5 metre frontage over the festival weekend

This package costs £500

This is an ideal way to promote and directly reach your local customers - for only a £50 deposit.

**SAVE
20%**

Time Limited Offer - Pay a deposit TODAY to secure your sponsorship and receive a 20% discount, pay only £400!

To help spread the cost of sponsorship you can pay the 'friends' package in two easy instalments.

Activity & Corporate Packages

This includes the 'friends' package, plus the choice of either:

Dragonboat Team Entry OR

Trading Pitch (4x5m) on the site

Invitations to the Mayor's Hospitality Marquee OR

This package costs £1,100

Corporate Packages can be tailored to your individual needs and include supply of any or all of the following elements; marquee, associated tables, chairs, catering and bar. Please contact us for more information.

Sponsors Package

The 'sponsors' packages vary in activity, opportunity and price to reflect your business needs.

This includes the 'friends' package, plus:

Prime sites for up to 5 promotional banners across the Festival site

The opportunity to brand *ONE* of the major River Festival activity areas

Carnival Parade - A myriad of colour and sound opens the Festival with a bang as the local community, businesses and charities come together to entertain the thousands of people lining the Bedford High Street. *This may suit a local garage or hire company with your vehicles leading the parade...*

This package costs £2,900

Saturday/Sunday Headline Act - The opportunity to brand the big screens for the headline act on Saturday *OR* Sunday, meet the act and enjoy the performance in style!

This package costs £1,900

Dragonboat Races - One of the highlights of the river activities on Saturday. Thirty-six crews race throughout the day with the grand final at 7pm. The ability to brand the boats, certificates and trophies as well as enter a team and take the first prize...

This package costs £1,500

Event Signage - With over 200 signs around the town and on-site, branding the event signage will give you complete exposure in every area across the 105 acre site.

This package costs £2,900

Event Transport - Five event vehicles are used in the run up to the Festival, always around the town, in the parade and parked at key points around the site. This package offers mobile branding to your company or organisation. *This package may be suitable for vehicle hire companies.*

This package costs £1,500





Car Parks and Elstow Park & Ride - The unique opportunity to brand the car parks, Elstow Park & Ride, and the additional Festival car park holding close to 5,000 vehicles over the weekend with windscreen leafleting.
This package costs £2,000

Heritage Village - The award-winning heritage village, based in the beautiful setting of Castle Mound and Museum gardens, is one of the gateways into the Festival. To commemorate the London Olympic Games, the theme for the 2012 Heritage Village will be a spectacular recreation of Greek history and the Olympiad. With over 100 reinactors in ancient Greek Armour and characters from Greek Mythology.

This package costs £3,900

Sports Village - Showcases a wide range of sporting activities, demonstrations and have-a-go sessions, Including canoeing, mountain climbing and rugby. The village will tie in closely with school, community and business activity in relation to the 2012 Olympics. Branding, team and interactive opportunities.

This package costs £4,900

Fireworks - The grand finale of the Saturday evening at the River Festival. Be part of 100,000 spectators for our pyrotechnic extravaganza!

This package costs £1,500

Watersports Arena - Occupying its own dedicated section of river, this hosts activities such as kayak freestyle and canoe slalom as well as numerous demonstrations and 'Have A Go' sailing. Branding opportunities through the dedicated PA system, banners and teams.

This package costs £2,900

Partners Package

This includes the 'friends' package, plus:

Prime sites for up to 10 promotional banners across the Festival site

Announcements over the public address system in recognition of your support

Invitations to the Mayor's Hospitality Marquee

A pre recorded message broadcast on the big screens throughout the weekend

The opportunity to brand *ONE* of the major River Festival activity areas as detailed below

River Activities - A full two day programme of river events including grand parade of boats, raft races, illuminated parade of boats and narrowboats

This package costs £6,900

Festival Programmes and Posters - Your company name and logo will appear on all promotional material for the Festival and will feature prominently in both the programme and posters in recognition of your support. The promotional material is used widely throughout the region reaching a potential audience of millions.

This package costs £6,900

Bridges - With over 300,000 people crossing the 10 bridges over the festival weekend, this sponsorship means you will be seen by everyone!

This package costs £6,900

Community/Acoustic Stages - The stage performance areas play host to over 50 local artists, musicians and community groups over the weekend. Branding opportunities through PA system, banners and on-stage branding.

This package costs £6,900

Main Music Stage and Big Screens - Situated at the heart of the Festival, the headline music stage and big screens are the main focus of Russell Park, with the best of Bedford's local bands, coupled with some of the most unique acts touring the UK performing. Phenomenal branding opportunities and use of the big screens to broadcast your key messages to the Festival audience.

This package costs £10,000


Headline Sponsor


This includes the 'friends' package, plus:

- Trading Pitch (10x5m) on the site
- Name and company logo on all promotional material
- Special media feature with circulation of 108,000 homes locally
- Main website feature on the Events website which attracts in excess of 100,000 hits in advance of the Festival
- PA announcements
- Multiple prominent banner locations across the festival site
- PA announcements throughout the event
- Tickets to the Mayor's hospitality marquee on Saturday evening
- Sponsor an area of the site:
Firework Display OR
Big Screen Promotions

Price available on enquiry



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BEDFORD
BOROUGH COUNCIL