

BEDFORD FESTIVAL Fringe

bedfringe.com | 21 - 23 July | 2017

Established in 2007, Bedfringe has seen over 1700 performers pass through its doors making it one of the largest performing arts festivals in the UK...

In 2016 (our special 10th anniversary festival!) we ran for 10 days hosting 122 events (43 Edinburgh previews!), 192 performers in 5 venues and sold over 3000 tickets.



Over the years Bedfringe has occupied many venues turning them into fully functional performance spaces. These include The Swan Hotel, The Civic Theatre, The Harpur Suite, The Howard Room and Bedford Gallery. Other established spaces include The Bedford Corn Exchange, The Place Theatre, Bedford Theatre, South Bank Arts Centre, Esquires, The Ent Shed and The Quarry Theatre at St Luke's.

"A delightful festival – warm audiences, fabulous venues and a lovely team. What more could you want?"
LILI LA SCALA

Bedfringe has been responsible for supporting many up-and-coming acts including: Pappys (BBC Three's 'Badults'), Howard Read (CBBC's "Little Howard's Big Question"), Simon Brodtkin (AKA 'Lee Nelson'), Adam Brown (Ori in Peter Jackson's "The Hobbit"), Patrick Monahan (winner of ITV 2011 "Show Me The Funny"), Simon Munnery, Jack Whitehall (Bad Education), Tim FitzHigham (Clint Eastwood's "Hereafter"), Joel Dommett (I'm A Celebrity!) and the brilliant Hal Cruttenden.

Plans for 2017 (21st July – 23rd July). A message from the Dir.

2016 was a great success with record box office returns. It's tempting to carry on from there but this year I am going pocket sized. This is mainly because I now have a little baby to look after plus... I am getting married early August! We will however be running Bedfringe from The Quarry Theatre at St Luke's once again. With the use of both the main auditorium and studio space including a garden stage for live music. I hope to programme approximately 30 events over the



three days. Expect all genres of fringe entertainment (including film) from local groups as well as national and international artists.

2017 Sponsor Opportunities



Welcome to the 2017 Bedford Festival Fringe

Bedfringe is a not-for-profit organisation with a mission to stage a wide and dynamic range of events from the performing arts sector. It's safe to say that we take most of our inspiration from the world famous Edinburgh Festival Fringe!

Being one of our sponsors means you will be supporting an event which has grown to become one of the town's main contributors to its cultural provision. Our director (James Pharaoh... he's the one on the right), won the 2016 Pride Of Bedford Award last year for his Bedfringe and general arts promoter efforts over the many years! You are in good hands.

We hope that Bedfringe offers something fun for your business or organisation to engage in and be associated with and agree that it adds to the on-going economic growth of Bedford.

"Big thanks to all who organised and ran Bedfringe. I look forward to it every year, and this year was excellent. The new venue is a real bonus (keeping everything mostly in one place helps a lot.) I'm missing my evenings at the Quarry but having a taste of fringe in Bedford I've decided to go to Edinburgh festival for a few days. Long may it continue to run here – and grow in reputation. It certainly deserves to." **AUDIENCE MEMBER**

Sponsorship packages:

Package 1 (Principal sponsor) - £1000

- Prominent rear page advert in the 2017 festival brochure (print run x15,000).
- Your logo placed within the sponsor page in the 2017 brochure, website, flyer and poster.
- An agreed area of display space on the external railings of the theatre.
- Use of small space in Vestry & Gallery for 2 roller banners.
- Up to 4 tickets for each Bedfringe event. *Terms & conditions apply.*

"We live in Northampton and in previous years – and this year – have travelled over to Bedford to watch shows. What you are doing is fantastic and I wish Northampton Council could be so enthusiastic!" **JOY & DAVID PAYNE**

"This is our first time performing in the UK. We have played many fringe festivals running up to our Edinburgh debut. Bedfringe has been the most fun and the staff have made us feel very welcome. We are sad to end our run with you" ★★★★★ **THE DRUM TRIBE**

Package 2 (Garden Stage Sponsor) - £600

- An opportunity to brand our Garden Stage!
- Your logo placed within the sponsor page in the 2017 brochure, website, flyer and poster.
- Up to 2 tickets for each Bedfringe event. *Terms & conditions apply.*

"Be proud, James, Fi and the lovely Bedfringe team for warmly welcoming a record number of 'fringers' to the beautiful new theatre for the most remarkable programme of events in 9 innovative years! Big congratulations! And how do you follow that for the 10th anniversary in 2016?" **AUDIENCE MEMBER**

Package 3 (Business sponsor) - £300

- Your logo placed within the sponsor page in the 2017 brochure, website, flyer and poster.
- 1 ticket for each Bedfringe event. *Terms & conditions apply.*



"Feeling bereft now Bedfringe is over! Ended up attending events on 7 out of the 10 days but would have been there every day had I not had prior engagements!!! Again, can't say enough about the quality and diversity of performances. Well done to James and the Bedfringe team for putting together such an eclectic programme of entertainment. Thrilled we now have The Quarry as an arts venue – will definitely be joining you all next year and be looking forward to what is on offer throughout the year!" **AUDIENCE MEMBER**

Previous sponsors & supporters include: Garden Graphics | Advancing Property | Bedfordshire Inflatables | Bedford Film Festival | Hutch PR | Bedford Park House | Bedford Clanger | Caryl Jones Communications | LCH Productions | Roosters | Skinny Dog Design Ltd | We Can Creative | Portas Pilot Bedford | Inbrook | St George's Day Trust | George Hay Chartered Accountants | Woodfines Solicitors | Freestyle Internet Services | Bubbles Lighting | Rosetta Publishing LTD / Bedford Players Trust | Park Woodfine Heald Mellows LLP | Mazars | Barclays Corporate / Lady K's / BedfordBID | DHL | Wells & Young's | Bubbles Lighting | Brian Howard | SDG Electrical & Mechanical Engineering | Rosetta Publishing | Blue Chip | Impact Production Services | The Park Inn | Bedfordshire On Sunday | Times & Citizen | Hyspec | KH Sound & Lighting | Michael R. Peters | Fusion Choir | Gale Family Trust | Bedford Borough Council | Bedford Borough Council Community Chest

For more information, please contact James Pharaoh: james@bedfringe.com | www.bedfringe.com