

**Bedfringe**  
**18 – 22 July 2018**

**BEDFORD FESTIVAL**  
**Fringe**  
bedfringe.com | 18 - 22 July | 2018

*“A delightful festival – warm audiences, fabulous venues and a lovely team. What more could you want?”* **Lili La Scala**

Established in 2007 to bring the fun and experimental spirit of the Edinburgh Fringe to Bedford, **Bedfringe** has seen over 2,000 performers pass through its doors making it one of the largest performing arts festivals in the UK. Many of these performers have gone on to become household names, including Jack Whitehall, Lucy Porter, Jan Ravens, Josh Widdecombe and Simon Brodtkin (AKA Lee Nelson) and we have some very exciting names lined up for 2018.



The 12<sup>th</sup> annual **Bedfringe** will run for five days from 18 to 22 July 2018, in The Quarry Theatre, Bedford town centre. With over 50 events scheduled across the main auditorium, studio, gallery and garden, expect all genres of fringe entertainment including comedy, theatre, music, dance, family events and film from national and international artists alongside local performers.

In other towns and cities a ‘fringe festival’ offers more interesting and contemporary events as an alternative programme alongside a more mainstream arts festival but in Bedford we like to do things differently, so our fringe festival *is* the main event! In 2017 we hosted 45 events over three days, including 15 Edinburgh previews, welcomed 200 performers and sold over 1,200 tickets.

## Sponsorship Opportunities 2018

Bedfringe is a not-for-profit organisation with a mission to stage a wide and dynamic range of events from the performing arts sector. Run entirely by a team of very committed volunteers, we take our inspiration from the world famous Edinburgh Festival Fringe and support up and coming artists to bring the best new work to Bedford.



Becoming a sponsor means you will be supporting an event that has grown to become one of the main elements of Bedford's cultural provision. Our director (James Pharaoh... he's the one on the right) won the 2016 Pride Of Bedford Award for his contribution to the town through Bedfringe and his sterling work programming and running arts events here over many years, so you are in safe 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....Long may it continue to run here – and grow in reputation. It certainly deserves to."* **Audience Member**

### Package 1 (Principal sponsor) - £1,500

- Your logo on the festival website, flyer and poster (website attracted 85,000 hits for 2017 festival)
- Your logo on the sponsor page of the 2018 brochure (print run of 10,000 distributed throughout Bedfordshire and Milton Keynes via Get Smart carousels, digital edition seen by over 100,000 people)
- Prominent rear page advert in the 2018 festival brochure
- An agreed area of display space on the external railings of the theatre on St Peter's Street
- Use of small space in Vestry & Gallery for 2 roller banners
- Up to 4 tickets for each Bedfringe event (terms & conditions apply)



## Package 2 (Garden Stage Sponsor) - £1000

- An opportunity to brand our Garden Stage in the grounds of Bedford School
- Your logo on the festival website, flyer and poster (website attracted 85,000 hits for 2017 festival)
- Your logo on the sponsor page of the 2018 brochure (print run of 10,000 distributed throughout Bedfordshire and Milton Keynes via Get Smart carousels, digital edition seen by over 100,000 people)
- Up to 2 tickets for each Bedfringe event (terms & conditions apply)



## Package 3 (Business sponsor) - £500

- Your logo on the festival website, flyer and poster (website attracted 85,000 hits for 2017 festival)
- Your logo on the sponsor page of the 2018 brochure (print run of 10,000 distributed throughout Bedfordshire and Milton Keynes via Get Smart carousels, digital edition seen by over 100,000 people)
- 2 tickets for selected Bedfringe events (terms & conditions apply)



*“Feeling bereft now Bedfringe is over.... will definitely be joining you all next year!”* **Audience Member**

*“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**

For more information, please contact James Pharaoh: [james@bedfringe.com](mailto:james@bedfringe.com)

[www.bedfringe.com](http://www.bedfringe.com)