

# BEDFORD FESTIVAL Fringe

bedfringe.com | 15 - 27 July | 2019

13<sup>th</sup> Festival | 13 Days | up to 150 events!

*"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 2,500 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 already have some very exciting names lined up for 2019!



The 13<sup>th</sup> annual **Bedfringe** will run for 13 days from 15 to 27 July 2019, in The Quarry Theatre (St Peter's Street) and Place Theatre (Bradgate Road). With up to 150 events

planned across the two venues, 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 2018 we hosted 60 events over five days, including 16 Edinburgh previews, welcomed 153 performers and sold over 1,800 tickets. The winner of Britain's Got Talent 2018, 'Lost Voice Guy' also previewed at the festival!

## Sponsorship Opportunities 2019

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) - £SOLD

- Your logo on the festival website, Facebook & Twitter header, flyer and poster (website attracted 100,000 hits for 2018 festival)
- Your logo on the sponsor page of the 2019 brochure (print run of 15,000 distributed throughout Bedfordshire, digital edition seen by over 100,000 users)



- Prominent rear page advert in the 2019 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)
- 10 invites to the launch event on 15<sup>th</sup> July
- Roller banner placement at The Place Theatre and agreed banners space on their external railings.



### **Package 2 (Garden Stage Sponsor) - £SOLD**

- An opportunity to brand our Garden Stage in the grounds of The Quarry Theatre
- Your logo on the festival website, flyer and poster (website attracted 100,000 hits for 2018 festival)
- Your logo on the sponsor page of the 2019 brochure (print run of 15,000 distributed throughout Bedfordshire, digital edition seen by over 100,000 users)
- Up to 2 tickets for each Bedfringe event (terms & conditions apply)
- 6 invites to the launch event on 15<sup>th</sup> July

### **Package 3 (Business sponsor) - £Make us an offer**

- Your logo on the festival website, flyer and poster (website attracted 100,000 hits for 2018 festival)

- Your logo on the sponsor page of the 2019 brochure (print run of 15,000 distributed throughout Bedfordshire, digital edition seen by over 100,000 users)
- 2 tickets for each Bedfringe event (terms & conditions apply)
- 2 invites to the launch event on 15<sup>th</sup> July



*"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

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