



BEDFORD KITE & MOTORING FESTIVAL

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SPONSORSHIP OPPORTUNITIES

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Bedford Kite & Motoring Festival

24th & 25th June 2023

PLATINUM Sponsorship Packages - £2,500

This unmissable event in the local calendar has evolved from a popular nostalgic offering to a festival that captivates the heart and diversity of the town. On show, you will find a whole host of motor vehicles, international and local kite flyers, vegan fare, music, food, drink, river entertainment and children's activities to cater for everyone. With over 30,000 expected visitors across the weekend, it's a sure win to gain exposure for your brand!

The value of becoming a PLATINUM Sponsor

- *Align your business with the values of inclusion, diversity and creativity adopted by the festival*
- *Associate your business with an ever evolving and dynamic event*
- *Build relationships for continued sponsorship in to the future*
- *Ability to promote your brand directly to a large local and regional audience*

PLATINUM Sponsorship Benefits:

- *Your business logo on all printed and electronic promotional publications for the Bedford Kite & Motoring Festival 2023*
- *Large 6x6m (negotiable), prime display area on the festival site in which you can promote your business*
- *Space for up to six banners across the festival site including locations around the prime viewing arenas*
- *PA announcements over the weekend*
- *Promotion of your support across the Bedford Events social media platforms and on the Council's Bedford Kite & Motoring Festival webpages*
- *Full page business advert in the festivals digital programme*



GOLD Packages - £1,000

If you are interested in supporting this diverse and colourful event as a corporate partner in 2023, we have just the package for you. Whether you would like to be located around the main kite arena, on Mill Meadows Island or on the historic Embankment in the bustle of the motoring and vegan festivities, you will be in and amongst a large local and regional audience.

GOLD Sponsorship Benefits:

- A 3x3m pitch at the event, from which to promote your business
- Your business logo on the Council's Bedford Kite & Motoring Festival webpages
- Space for three banners promoting your brand across the festival site
- A quarter page advert for your business in the digital event programme
- Promotion of your support across the Bedford Events social media platforms



Interested? Get in touch with the team...

 01234 718282

 **Bedford Events Team**

Bedford Borough Council, 4th Floor, Borough Hall
Cauldwell Street, Bedford MK42 9AP



 events@bedford.gov.uk

 www.bedford.gov.uk/kiteandmotoringfestival

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