



BEDFORD
BOROUGH COUNCIL

Kempston Family Day



at Addison Howard Park

Sponsorship Opportunities 2026

Following the success of the first Kempston Family Day in the summer of 2025, Bedford Borough Council is looking to bring the event back in 2026!

The Kempston Family Day is a free to attend community event in Addison Howard Park attended by thousands of people - featuring live music, trade / promotion stalls, children's rides, food and drink, family related activities and much more.

- *Sponsoring the Kempston Family Day offers significant opportunities for local businesses, stakeholders, and clients to connect with regional partners and customers.*
- *Demonstrate your support for a community event in the area where your business operates or where your employees reside.*
- *Exposure to a local and regional audience of varying demographics.*
- *Associate your business with an ever-evolving event.*



Sponsorship Packages available...

Headline Sponsor - £3,000

- Prominent association as the headline sponsor of the Kempston Family Day, with your company name featured prominently in all promotional materials. Your business logo on all printed and electronic promotional publications for the Kempston Family Day.
- Large 6x6m (negotiable), prime display area on the event site in which you can promote your business.
- Space for up to six of your banners across the event site.
- Public address (PA) announcements from the stage during the event promotion of your support across the Bedford Events social media platforms and on the Council's Kempston Family Day webpage.



Stage Sponsor - £2,000

- Sole branding of the stage, with your company name highlighted in all promotions related to the stage. Your business logo on all printed and electronic promotional publications for the Kempston Family Day.
- Large 6x6m (negotiable), prime display area on the event site in which you can promote your business.
- Space for up to six of your banners across the event site.
- PA announcements at the event from the stage.
- Promotion of your support across the Bedford Events social media platforms and on the Council's Kempston Family Day webpage.



Gold Sponsor - £1,000

- Your business logo featured on all printed and electronic promotional publications for the Kempston Family Day.
- Large 6x6m (negotiable), prime display area on the event site in which you can promote your business.
- Space for up to six of your banners across the event site.
- PA announcements at the event from the stage.
- Promotion of your support across the Bedford Events social media platforms and on the Council's Kempston Family Day webpage.



Silver Sponsor - £250

- Your business logo on all printed and electronic promotional publications for the Kempston Family Day.
- PA announcements at the event from the stage.



By becoming a sponsor, you can enhance your business's visibility and engage with the community in a meaningful way.

Please note all prices exclude VAT.

For more information, please contact events@bedford.gov.uk