



BEDFORD KITE & MOTORING FESTIVAL

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SPONSORSHIP OPPORTUNITIES

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Bedford Kite & Motoring Festival

21st & 22nd June 2025

HEADLINE Sponsorship Packages available in 2025

Speak to one of the team to create a bespoke package that puts your business or organisation at the forefront for this highly anticipated longstanding festival. Prices from £5000.

PLATINUM Sponsorship Packages - £2,500

This unmissable event in the local calendar has evolved from a popular nostalgic offering to a festival that captures 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

- Ability to promote your brand directly to a large local and regional audience
- 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

PLATINUM Sponsorship Benefits:

- Your business logo on all printed and electronic promotional publications for the Bedford Kite & Motoring Festival 2025
- 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 2025, 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 half page advert for your business in the digital event programme
- Promotion of your support across the Bedford Events social media platforms

Digital Advertising

- Half page advert in the digital festival programme - £175
- Full page advert in the digital festival programme - £250



Interested? Get in touch with the team...


 01234 718282

 Bedford Events Team


Bedford Borough Council, 4th Floor, Borough Hall
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BOROUGH COUNCIL

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 www.bedford.gov.uk

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