



THE PLACE BEDFORD

VENUE SPONSORSHIP PACKAGE 2026



Supporting Bedford's Cultural Hub



ABOUT THE PLACE BEDFORD

The Place Bedford is a thriving cultural and community hub in the heart of Bedford's De Parys Ward. Since 2003, we've evolved from a 1960s Boys' Club into Bedford's premier grassroots arts venue, serving over 2,000 people monthly through a diverse mix of professional performances, community theatre, youth programmes, and community groups.

We're more than a venue - we're a registered charity committed to making arts and culture accessible to everyone in our community.

Our Impact in Numbers

- 2,000+ monthly footfall across all activities
- 10,168 tickets sold in 2025
- 126 unique shows in 2025
- 3,200 tickets for community performances annually
- 17+ regular user groups including youth theatre, LGBTQ+ support, community theatre companies, creative workshops, wellbeing groups and parent and baby groups
- 60+ events offered free or Pay What You Can
- 72 volunteers contributing 4049 hours in 2025

Our Audience

- 63% of ticket sales from Bedford postcodes MK40, MK41, and MK42
- Diverse demographic from families with young children to retirees
- Strong appeal to arts and culture enthusiasts across Bedfordshire
- Growing reach through professional touring productions

What We Offer

- Professional touring theatre, music, and comedy
- Community theatre productions from multiple local theatre companies including Swan Theatre Company, Bedford Drama Company, Certain Age, Ruff Theatre and Rehearsal Rooms Theatre.
- Youth programmes including BRAVE Inclusive Youth Theatre
- Host venue for LGBTQ+ youth support (Q:Youth)
- Host venue for creative workshops and classes (art, pilates, board games)
- Host venue for community support groups (Death Cafe, Menopause Group, Access Bedford)
- School performances and educational visits
- Venue hire for community groups and events



WHY SPONSOR THE PLACE BEDFORD?

Brand Visibility & Reach

- Access to 4,148+ engaged community members via our monthly mailshots (plus additional targeted mailshots throughout the year)
- Nearly 10,000 annual ticket buyers - your local customer base
- Year-round presence across diverse programming
- Multiple touchpoints - programmes, website, social media, venue signage
- Association with quality arts and positive community values

Community Impact

Your sponsorship directly enables:

- Free and Pay What You Can events for those facing financial hardship
- Youth programmes that build confidence and skills
- Support groups reducing isolation and improving wellbeing
- Access to professional arts for Bedford residents
- A thriving cultural hub in the heart of Bedford

Corporate Benefits

- Demonstrate corporate social responsibility
- Enhance reputation as a community-minded organisation
- Employee engagement opportunities (volunteering, team events)
- Client hospitality through complimentary tickets
- Measurable social impact aligned with ESG commitments
- Support for diversity, inclusion, and accessibility



VENUE SPONSORSHIP TIERS

PRINCIPAL VENUE PARTNER - £8,000 (Annually)

Our flagship partnership - exclusive annual venue naming association

- Venue naming rights recognition (e.g., "The Place Bedford, supported by [Company Name]")
- Prominent logo on all marketing mailshots to 4,000+ subscribers
- Featured position on website homepage with company profile
- External venue signage featuring your logo
- **30** complimentary tickets annually (mix of professional and community shows)
- Recognition in all press releases and media coverage
- Quarterly social media campaigns highlighting partnership
- Exclusive venue hire day for corporate use
- Quarterly impact reports and annual partnership review meeting

SILVER VENUE SPONSOR - £5,000 (Annually)

- Logo featured on website homepage
- Logo on all marketing mailshots to 4,000+ subscribers
- Recognition in press releases and media coverage
- **20** complimentary tickets to venue events annually
- Regular social media recognition

BRONZE VENUE SPONSOR - £3,000 (Annually)

- Logo on website homepage page
- Logo on all marketing mailshots to 4,000+ subscribers
- **10** complimentary tickets annually
- Social media acknowledgment



BESPOKE SPONSORSHIP OPPORTUNITIES

Access & Inclusion Fund

£2,000 - £10,000 annually

Directly fund our Pay What You Can events and subsidised tickets for low-income families. Includes regular impact reporting showing exactly how many people accessed arts because of your support.

Facility Sponsorship

£1,500 - £10,000

Support specific facilities or equipment - sponsor the bar/foyer area, technical equipment upgrades, accessible facilities, or outdoor spaces. Includes permanent recognition in the sponsored area.

Volunteer Programme Sponsorship

£1,000 - £3,000 annually

Support our 58-strong volunteer team with training, resources, and recognition events. Excellent opportunity for employee engagement - your staff can volunteer alongside our existing team.

BRAVE Youth Theatre Sponsorship

£1,000 - £5,000 annually

Directly support our BRAVE Youth Theatre by supporting bursary places, equipment, costume and set for BRAVE productions.





HOW YOUR SPONSORSHIP MAKES A DIFFERENCE

Your sponsorship directly supports our mission to provide accessible, high-quality arts and cultural experiences for everyone in Bedford. Funds contribute to key areas including:

- Bringing diverse professional and community programming to Bedford audiences
- Maintaining safe, welcoming, and accessible facilities
- Enabling access for those who might otherwise be excluded due to financial circumstances
- Reaching new audiences and building community connections

As a registered charity, we're committed to transparency and ensuring every pound works hard to support our community.

SPONSOR IMPACT REPORTING

All sponsors receive:

- Quarterly reports with attendance figures, show statistics, and community reach data
- Annual impact summary showing how your sponsorship enabled specific activities
- Testimonials and case studies from community members
- Photo gallery from events and productions
- Social media engagement metrics for sponsored content
- Invitation to visit and see your investment in action

WHAT PEOPLE SAY ABOUT THE PLACE

"A place to meet and be with a community of varied people from all walks of life, a unique venue to see theatre I can't see elsewhere anywhere near." - **Regular patron**

"It's a very special place and without it I wouldn't be the girl I am today." - **BRAVE Youth Theatre participant**

"The fact that all the groups use the same venue has encouraged a friendliness, cooperation and support between us that may not have existed previously." - **User group member**

"The Place is at the heart of our local communities... It is at the heart of De Parys Ward and provides an outstanding service for all." - **Councillor David Sawyer & Councillor Henry Vann, Bedford Borough Council**

"...is a central focus of my community and social life" - **Community member**

