

We're excited to invite local venues to apply to take part in a wraparound programme for **BBC Radio 1's Big Weekend** in Sunderland.

In the weeks leading up to the main event, Sunderland city centre and surrounding areas will be energised with a vibrant programme of community led, multicultural activities. We aim to work with venues of all sizes as we look to programme ten unforgettable community events across the city, all building towards a high energy finale at Keel Square between **22<sup>nd</sup> and 24<sup>th</sup> May**.

The final celebration will culminate in a festival-style explosion of colour, music, dance, poetry, food, culture and more. It will be a joyful celebration of the many communities who shape Sunderland's identity.

This is a fantastic opportunity for venues to create events to showcase local talent, support community creativity, and be part of a citywide celebration welcoming thousands of visitors.

**We're particularly interested in proposals from venues that can:**

- Host live performances, eg
  - Live music from local bands, DJs or acoustic performers
  - Spoken word, comedy nights or open mic sessions
  - Small scale theatre style events
- Provide space for creative, hands-on activities and cultural workshops including arts, crafts, dance and music creation for all ages and abilities
- Offer rehearsal or preparation time for artists and community groups
- Deliver food and drink representing diverse cultures
- Promote events across your own channels, venues and networks
- Act as community connectors, helping reach local groups, young people, and grassroots organisations
- Encourage participation from all communities, supporting regional inclusivity
- Provide staff or volunteers to help with participant support and community engagement
- Provide bespoke promotional offers that can be redeemed by users of the official 'Sunderland App'

**Venue profile:**

- Experience in hosting events
- The ability to facilitate inclusive, accessible events
- A proven track record of delivering events that engage with young people

- Experience delivering ambitious public-facing outcomes
- Confidence in developing collaborative and promotional artwork
- Ability to collect and report post event data such as participant numbers, demographic breakdowns- and the economic benefit

### **How to apply**

Please send a short Expression of Interest (1–2 pages) including:

A brief introduction to your venue and experience

- Detail of the event you would like to deliver
- Any technical, space, or site requirements
- Estimated costs (if applicable)
- Main contact details

### **Deadline: 13/03/2026**

For queries or to submit your EOI, please contact: [\*\*events@sunderland.gov.uk\*\*](mailto:events@sunderland.gov.uk)

We look forward to hearing from you and exploring how we can work together to create a bold, inclusive, and exciting celebration for the city.