

We're excited to invite organisations, brands and stakeholders to partner with us for a dynamic wraparound programme supporting **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 and varied programme of community led, multicultural activities. We are programming up to ten unforgettable community events, all building towards a major citywide celebration 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 programme offers a unique opportunity for sponsors to align with a high-profile cultural moment, support community creativity, champion inclusivity, and position your organisation at the heart of a citywide celebration welcoming thousands of residents and visitors.

### **What we're looking for in sponsorship partners**

We are seeking forward thinking organisations who want to:

- Support live performances including local musicians, DJs, spoken word, comedy, open mic or small-scale theatre
- Back hands-on creative activity such as arts, crafts, dance and music workshop
- Act as community connectors - particularly with young people, grassroots groups and various communities - to champion inclusive participation
- Connect with a programme that provides a clear platform to demonstrate meaningful CSR impact by supporting a major cultural initiative focused on community cohesion, creativity and inclusion
- Make a direct and visible contribution to community wellbeing by supporting activities that celebrate Sunderland's heritage identity and future
- Amplify the programme by promoting events across your organisation's channels and networks
- Celebrate cultural diversity
- Provide bespoke promotional offers or content to users of the official 'Sunderland App'

## **Sponsor/partner profile**

Ideal sponsor partners will demonstrate:

- A commitment to inclusive, accessible and community focused activity
- Experience in supporting public facing programmes and events
- An interest in collaboration and co-developing creative or promotional content

## **Sponsor/partner benefits**

We will work with each sponsor to shape a tailored benefits package, which may include:

- Brand visibility and association across event marketing, digital platforms, social media, venues, public screens and printed assets
- Opportunities for onsite activation, community engagement, experiential and promotional activity
- Association with a major cultural moment connected to one of the UK's most recognisable music events
- Opportunities to support community talent, creativity and cultural expression
- Corporate Social Responsibility (CSR) opportunities
- Meaningful and hands-on volunteering roles for employees to build team pride, support wellbeing and strengthen organisational culture
- Opportunities to provide sponsored food and branded clothing for volunteers

## **How to get involved**

To express your interest, please submit a short proposal (1–2 pages) including:

- Introduction to your organisation
- Why you're interested in sponsoring the programme
- What you would like to achieve from the sponsorship/partnership
- The type or level of sponsorship you would like to offer, including budget
- Any activation ideas or requirements
- Any branding, marketing, digital and social media requirements
- 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 exploring how we can collaborate to create a bold, inclusive and unforgettable celebration for the city.