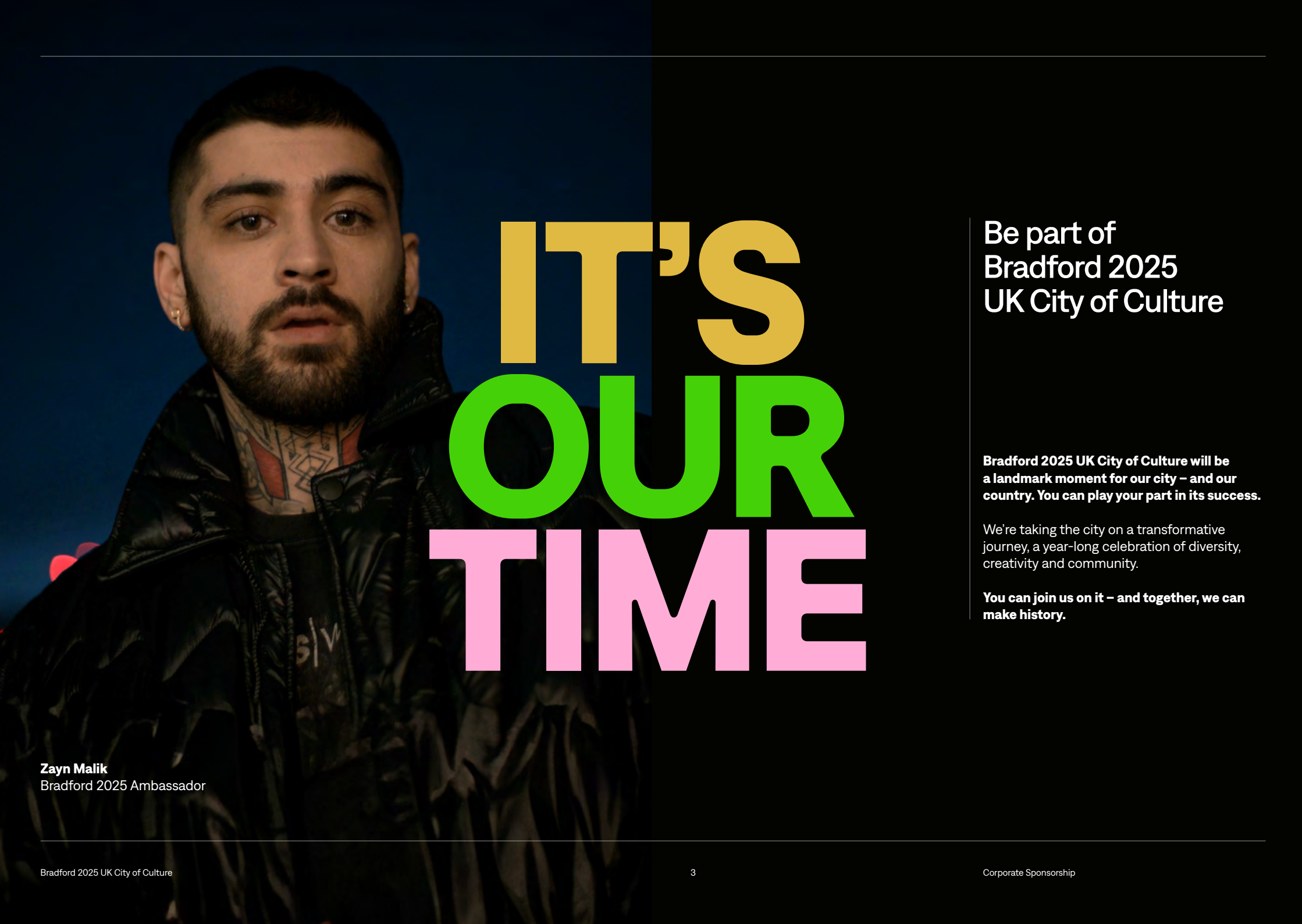




BRADFORD 2025
UK City of Culture

Corporate Sponsorship





IT'S OUR TIME

Be part of
Bradford 2025
UK City of Culture

Bradford 2025 UK City of Culture will be a landmark moment for our city – and our country. You can play your part in its success.

We're taking the city on a transformative journey, a year-long celebration of diversity, creativity and community.

You can join us on it – and together, we can make history.


Zayn Malik
Bradford 2025 Ambassador



Our year as UK City of Culture will create a lasting and positive impact on the people, artists and organisations across Bradford district – and we are committed to ensuring that all our distinctive local communities reap the benefits of this landmark moment.”

Dan Bates
Bradford 2025 Executive Director





**Our Partners are the key
that will help us unlock our
ambition, opening the door
to an extraordinary year.**

From financial support to value-in-kind contributions, our Partners and Supporters are already providing direct backing for our pioneering programme. In the process, they're playing a huge part in the transformation of Bradford and its national reputation.





We're bringing together the people of Bradford to help us build the biggest, boldest and best UK City of Culture yet →→→

In May 2022, live on BBC One, the government announced that Bradford would become just the fourth ever UK City of Culture. It's a huge honour. It's a massive responsibility. And it's a once-in-a-lifetime opportunity.

Bradford is set to explode with more than 1,000 shows, exhibitions and events – created by and for everyone, with much of it completely free.

Our celebration of Bradford, its cultures and its people will extend far beyond the city centre, connecting with the entire Bradford District of 550,000 people and capturing the nation's imagination. And it will carry on beyond 2025, leaving a legacy of change and regeneration.



At Bradford 2025 we're excited to be developing a phenomenal UK City of Culture, taking our history, people, and places, and sharing how truly brilliant Bradford is.

Shanaz Gulzar
Bradford 2025 Creative Director





photo credit: Sodium Films

Partnering with Bradford 2025 UK City of Culture

Choosing to become a partner of Bradford 2025 UK City of Culture is a direct investment in our ambitious programme – and in the future of Bradford and the North.

Your support will contribute to the cultural and economic transformation of our city. It will help to shape a new generation of creatives, leaders and community heroes. And it will position your business as a true champion of culture, creativity, diversity and change.

We have bold ambitions and huge aspirations for Bradford 2025 UK City of Culture – but we can't do it alone.

From shaping a programme of 1,000 events to our extensive engagement work with and within Bradford's diverse communities, collaboration and partnership runs through everything we do.

We're teaming up with businesses, third-sector organisations, government and the public sector to open up access to the arts, build skills and increase opportunities for young people – all in an area that has traditionally had low cultural investment per head. And with your support, Bradford 2025 will change our city and its people forever.



In 2025, Bradford will:

01

02

03

04

05



Come of age

With 29% of residents aged under 20, Bradford is the UK's youngest city. We're using Bradford 2025 to build the skills, confidence and ambition of a new generation of creatives, leaders and change-makers.

Celebrate creativity on every street – and in every home

We're redefining what culture means to the people of Bradford, lowering the barriers to engagement so everyone can enjoy the benefits of creativity and the arts.

Grow its cultural and creative sector

Bradford's inspiring creative sector will be transformed by Bradford 2025, scaling up to play a pivotal role in the future economic success of the city, the district and the region.

Remake its reputation

Bradford 2025 is a chance for Bradford District to upend public preconceptions and create a new identity – built on the passion, ambition and vitality of its diverse young communities..

Reshape its future

Bradford 2025 won't end on 31 December 2025. We're creating a legacy for Bradford and its people – building skills, making opportunities in education and employment, improving wellbeing, and setting Bradford on the road to social and economic transformation.



Some members of the Youth Panel
photo credit: Nathan McGill

“

We know that we must also take advantage of this moment on a national scale. All eyes will be on Bradford next year, and as a national retailer, we are looking at how we can raise the profile of UK City of Culture to our customers further afield.

Given our role as a food maker, we are exploring ways in which we can showcase the district's diverse culinary heritage, including new products celebrating Bradford created at our innovation centre in the city, which officially opens this week. This is a once-in-a-generation opportunity for Bradford and we look forward to working with partners across the district to make it a resounding success.”

Rami Baitieh
Chief Executive Officer, Morrisons



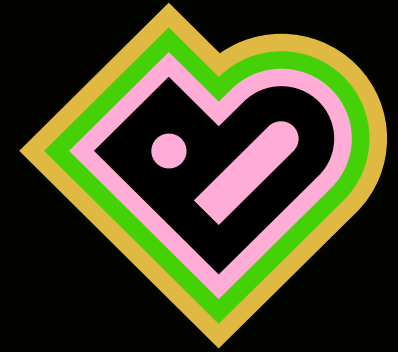


**LET'S
WORK
TOGETHER**



Les Girafes, Compagnie Off Part of our series of runway events taking place in 2024.

Our vision is supported by:



Significant national stakeholders



Key funders



Major Partners



Major Supporters





A DJ is seen from behind, wearing a red jacket, performing at a nightclub. The background is filled with a large, energetic crowd of people with their arms raised, illuminated by colorful stage lights. The DJ's equipment, including turntables and a mixer, is visible in the foreground.

A YEAR IN THE SPOTLIGHT

“T L Dallas Group have been in Bradford since the business started 105 years ago in 1919, whilst we now have offices in many locations throughout the UK our Head Office remains here and we are immensely proud to support the Bradford 2025 City of Culture organisation both financially and by looking to promote events as they happen over coming months and in particular 2025 itself.”



TL Dallas
Group Director

The arts and culture are more than mere expressions of creativity. They're catalysts for positive social and economic change, with the power to inspire individuals and bring diverse communities together.

Similarly, your partnership with Bradford 2025 UK City of Culture is much more than just a transactional sponsorship agreement. It's a vote for everything we stand for – creativity, diversity and change. It will provide direct support to our youth-centred, community-focused and people-powered programme, which will transform Bradford and its national reputation. And it will position your business at the forefront of the most exciting, dynamic and high-profile cultural celebration in the UK.





Enjoy nationwide exposure

Gain unparalleled recognition as Bradford takes the UK's cultural spotlight for 365 days. Align your brand with a powerful narrative – and reach a massive national audience.



Invest in community and diversity

Showcase your commitment to community by supporting a people-powered project with cultural diversity at its core – a true celebration of our nation and its values.



Build a cultural legacy

Be a part of a landmark event that will be remembered for years to come, leaving an indelible mark on the city and its people.



Gain a major media presence

UK Cities of Culture and their partners enjoy 12 unbroken months of TV and radio coverage, thousands of column inches and countless social media mentions – all bringing your brand into millions of homes.

Become a Bradford 2025 supporter and...



Access exclusive networking opportunities

Connect with other influential partners, sponsors and stakeholders at exclusive Bradford 2025 events throughout the year – and, in the process, maybe kickstart your next collaboration.



Celebrate the future

Bradford is the youngest city in the UK – and youth is a key focus of our programme. Your support will champion young people and help to shape the next generation of creatives, leaders, and change-makers.



Support the power of the arts

Partner with us and gain national recognition as a supporter of cultural enrichment, artistic expression and community engagement – and as an engine driving the growth of Bradford's diverse and dynamic cultural scene..



Receive strategic benefits

Joining us in partnership not only supports our cultural and creative work – it also positions your brand strategically to benefit from increased consumer spending in local businesses and hospitality, and through your association with the powerful legacy we'll leave.

Bradford 2025

Partner & supporter benefits

	Major Partner from £250K+VAT	Major Supporter from £100K+VAT	Supporter from £20K+VAT	Bradford Champion from £5K+VAT
Exclusive partnership rights and benefits – bespoke to your company	✓			
Profiling in the media via advertorials and special stories, plus press and marketing opportunities	✓			
Exclusive insights into Bradford 2025 plus special events with the Creative Director, Executive Director and others	✓	✓		
Networking events with the Chair and Board, senior district leaders and other key stakeholders	✓	✓		
Tailor-made development and engagement opportunities for your staff throughout Bradford 2025	✓	✓		
Exclusive signage rights at selected Bradford 2025 events	✓	✓		
Invitations to national and regional Bradford 2025 events, including shows, exclusive event previews and corporate entertainment	✓	✓	✓	
Profiling in the media	✓	✓	✓	
Invitations to selected Bradford 2025 events	✓	✓	✓	✓
Behind-the-scenes insights into Bradford 2025, our artists and our programme	✓	✓	✓	✓
Exclusive opportunities for your teams to join our volunteering programme	✓	✓	✓	✓
Profiles and acknowledgements in Bradford 2025 publications, online	✓	✓	✓	✓
Bradford 2025 partner logo for use on your own channels and marketing materials	✓	✓	✓	✓



GET IN TOUCH

To find out more, arrange a meeting and even to sign up as a Supporter or Partner of Bradford 2025 UK City of Culture, contact:

Matthew Dakin

Bradford 2025 Sponsorship Manager

Email: matthew.dakin@bradford2025.co.uk

Tel: 07739316893

