

bloomsburyfestival.org.uk

20 Years in 2026

BLOOMSBURY
FESTIVAL

20 YEAR ANNIVERSARY

1 - 31 OCTOBER 2026



Celebrating Creativity in Bloomsbury



WHAT PEOPLE SAY

“ One of the capital’s most exciting cultural events, bringing together art, science, and community in a truly unique way.”

TIME OUT

“ A festival that embodies the spirit of London – diverse, innovative, and thought-provoking.”

THE GUARDIAN

“ Bloomsbury Festival is a place where creativity flourishes, and new ideas come to life.”

FESTIVAL PATRON

Who We Are / What We Do

Bloomsbury Festival is an annual festival that transforms the historic streets and venues of Bloomsbury. A wide programme of events includes theatre, music, performance, film, visual arts, literature, science, and community engagement.

Above all, Bloomsbury Festival aims to be enlivening, engaging, entertaining, and fun.

Rooted in the local neighbourhood yet international in scope, the festival brings together world-renowned artists, academics, and thought leaders alongside emerging talent to create a programme that is bold, diverse, and relevant.

As Bloomsbury Festival approaches its 20th anniversary in 2026, it is expanding its reach with an extended month-long festival running from 1 to 31 October 2026 offering sponsors unique long-term engagement opportunities. This milestone festival will also introduce new signature programmes, such as Innovation Discovery Week, a science and engineering fair for schools and families, and 20 at 20, a celebration of 20 artists and musicians who have launched their careers through Bloomsbury Festival.

Click to play video



Festival Highlights:

The New Wave Programme:

A platform for emerging talent in theatre, music, and visual arts, featuring competitions and mentorship opportunities, offering potential sponsorship naming rights.

Springboard Collective:

A creative skills training initiative for local young people, offering potential sponsorship naming rights.

Innovation Discovery Week:

A dedicated science and engineering fair for 2026, designed to engage schools and families, offering potential sponsorship naming rights.

Family & Community Events:

Family activity days, storytelling sessions & creative workshops.

20 at 20:

A special exhibition and performance series celebrating 20 artists and musicians who have launched their careers at Bloomsbury Festival.

Interactive Talks & Panels:

Featuring thought leaders from Bloomsbury's world-leading local universities, hospitals and institutions.

Bloomsbury Institute's Bloomsbury Radio:

Broadcasting festival stories, interviews, and discussions daily throughout the festival. Also available as podcasts via spotify.

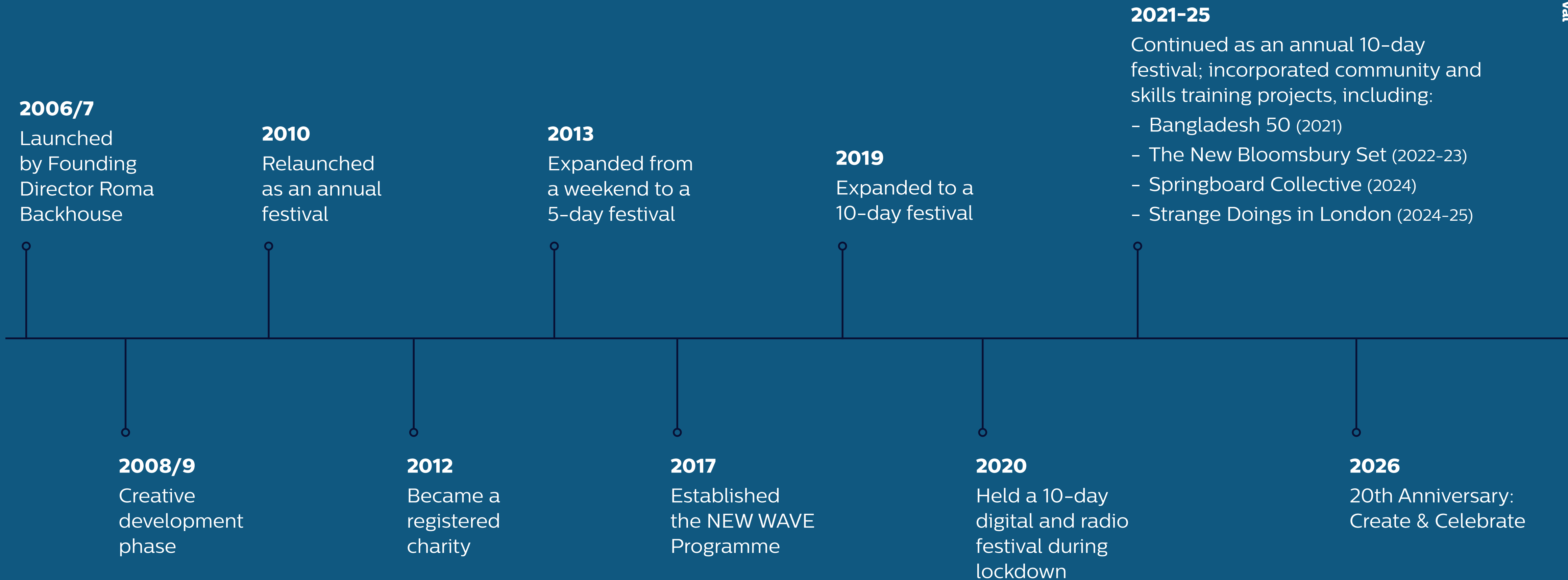


Festival People: Who Makes It Happen

- Festival Patrons: Her Grace, The Duchess of Bedford; Dr. Michael Spence (UCL President & Provost)
- The Trustees of the Bloomsbury Festival registered charity
- Festival Team including Festival Associates, Producers and Partners
- Venues across Bloomsbury: Offering use of their space
- Artists & Performers: Theatre-makers, performers, musicians, visual artists, filmmakers, walks leaders, science outreach teams, speakers from leading institutions and community associations
- Academics & Innovators: Experts and academics offering groundbreaking talks and exhibitions
- Trainees, Volunteers and the Springboard Collective - our next generation of creative leaders



OUR HISTORY



Our Recent Partners

Recent festival sponsors and funders include:

PRINCIPAL FUNDERS







SILVER TIER SPONSORS **GRANT FUNDERS**











LOCAL BUSINESS EVENT SPONSORS











LOCAL BUSINESS SUPPORTERS










BUSINESS CLUB MEMBERS

ECS Systems | Essex Refurbishments | Olli Group

MAJOR PARTNERS






















Audience & Marketing Reach

/ STATS

/ MARKETING

/ PR

30,000+ festival attendees from across London and beyond.

150,000+ unique website visitors annually,
with 40,000 visitors in festival month.

Printed brochures distributed across London,
with door-to-door deliveries and hosted at cultural
and events venues and in Bloomsbury retail and
business premises.

Social Media Reach:

5,000+ Facebook followers

3,700 Instagram followers

Presence on TikTok and other platforms.

4,000 direct email subscribers.

Sponsorship Opportunities

New Sponsorship Tiers: Long-term strategic partners sought to support the festival's growth towards its 20th anniversary celebrations.

PRINCIPAL SPONSOR

£15,000+

Multi-year funder status.

Branding on all festival materials (print, online, and signage).

Premium networking opportunities with Patrons, Sponsors, and VIPs.

GOLD SPONSOR

£10,000+

Bespoke activation at a headline festival event.

Logo placement on all major publicity materials.

Half-page advert in the official festival brochure.

SILVER SPONSOR

£5,000+

Logo on all sponsor listings in the festival brochure & website.

Invitations to networking events and Patron receptions.

Quarter-page advert in the festival brochure.

Brand Partnership Opportunities

We offer tailored sponsorship packages to provide high-impact brand visibility and engagement.

Opportunities include:

Title Sponsorship for Festival Elements:

E.g., “[Your brand] Discovery Hub,” “Innovation Discovery Week presented by [Your Brand].”

Experiential marketing:

- Experiential marketing:
- On-site activations
- Employee engagement
- Volunteer opportunities
- Media & digital presence
- Festival-wide branding across print, digital and radio platforms

Join us as we build towards Bloomsbury Festival at 20

Align your brand with London's most dynamic cultural festival and connect with an engaged, diverse audience.

Contact us today to discuss sponsorship opportunities.

Contact:

Rosemary Richards

Email:

director@bloomsburyfestival.org.uk

Website:

www.bloomsburyfestival.org.uk

