



Bedford River Festival  
18<sup>th</sup> & 19<sup>th</sup> July



# Sports Village 2020: *Get Involved!*

Bedford Borough Council Sports Development Unit will once again be organising the very popular Sports Village at this year's River Festival on the 18<sup>th</sup> & 19<sup>th</sup> July 2020.

The Sports Village is located on the area of land between the boating lake and Upper River.

If your club or organisation would like to take part in any way, we want to hear from you now! The Sports Village is for everybody, however big or small your organisation.



BEDFORD BOROUGH COUNCIL  
SPORTS DEVELOPMENT UNIT  
*Keeping Bedford Active*



## An unrivalled opportunity to 'shop window' your sport to 1000s of local people...

The River Festival is one of the largest free outdoor events in the United Kingdom, so we expect 1000s of visitors to visit the Sports Village and spend time watching activities, trying out new sports and collecting information about the wide range of sports clubs and organisations in the Borough.

It is an unrivalled opportunity to 'shop window' your sport / activity / club to a mass audience of local people from morning to night in a relaxed friendly environment. The village ethos is all about actively encouraging people to have fun and get involved or stay involved in a wide range of physical activity.

## What we would like from you...

We want to help you help us get people active. There are many ways you can do this but we would like your involvement to be interactive, exciting, engaging, colourful and innovative! Be imaginative and think of ways of involving visitors – you will attract lots more people.



## What we can offer...

- A large covered stage (with music system) for displays of aerobics, bodybuilding, dance, acrobatics, martial arts... anything that will fit and you want to do! (The stage is available to book in time slots throughout the day).
- A dedicated area of the river for exhibitions and 'have a go' sessions such as rowing, canoeing, paddle boarding and sailing.
- Covered display space. We have a number of small covered stalls / marquees available for you to use and promote your activities / display information.
- Outdoor grassed area for displays /activities that promote your club / organisations.

Activities in the past have included blind shooting, table tennis robots, climbing walls, free running, orienteering, exercise classes, street dance performance, rally car displays, skateboarding, and many more!



## How do I get involved?

If you would like to participate in any way let us know as soon as possible as space is limited. This opportunity only comes round every two years and demand for space is always high.

You do not have to commit to anything yet, but we need you to let us know **now** if you are interested in being part of this great exciting showcase event!

Please contact us to register your interest or discuss the possibilities:

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