



#BRADFORDCITYMELA



PARTNER PACK 2026

1st & 2nd August 2026 | City Park

www.bradfordcitymela.co.uk

BRADFORD CITY MELA

A mela is a vibrant South Asian festival or fair that brings communities together to celebrate culture, music, dance, food, and traditions. Rooted in the Sanskrit word for "gathering" or "to meet," melas are commonly held across India, Pakistan, Bangladesh, and Nepal, often linked to religious festivals, harvests, or cultural pride.

In the UK, the first South Asian mela is widely recognized to have taken place in Bradford in 1988, marking a significant moment in British multicultural history. Bradford, a city in West Yorkshire, has long had a large South Asian population and has played a key role in promoting cultural diversity and inclusion.

The Bradford Mela became a pioneering event, setting the stage for similar festivals across the UK and helping to celebrate and showcase British Asian identity in a public and inclusive way.

Royale
FESTIVALS

Community Interest Company

ABOUT

The Bradford Mela, first held in 1988 on fields behind the University of Bradford, quickly became a landmark celebration of South Asian culture in the UK and Europe, drawing crowds of over 100,000 at its peak.

Silent since its last full-scale incarnation on 14 June 2015, the event was folded into the broader Bradford Festival after years of weather-related challenges and changing formats.

Now, after a period of hiatus, the festival is being revived under a fresh identity: the Bradford City Mela, spearheaded by Royale Festivals CIC.

This community-driven social enterprise is committed to relaunching the mela as a sustainable, long-term celebration.

Their mission focuses on “creating inclusive cultural moments,” strengthening community bonds, and showcasing Bradford’s rich diversity through music, art, and food—ensuring the spirit of the original mela lives on for future generations.

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WHY SPONSOR?



Massive Exposure

Engage with 10,000+ live attendees and thousands more online



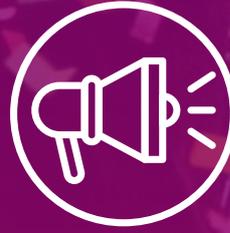
Bespoke Engagement

Interactive activations, stalls, stage shout-outs, and more



Community Impact

Align with inclusivity, cultural celebration & family values



Brand Visibility

Be front and centre on banners, digital content & marketing material

REACH
CULTURE
IMPACT



Social & PR Reach

Targeted pre/post-event promotion across platforms

"UNITY IN EVERY BEAT. DIVERSITY IN EVERY STEP"



PACKAGES



Celebrate **BOLD**
Celebrate **BRADFORD**





HEADLINE SPONSOR

£15,000

- Stall Space in a prime location.
- Big Screen Advert playing various intervals throughout the day.
- Logo on all promotional materials.
- Live Main Stage Shoutouts throughout the day
- Social Media Acknowledgement
- Logo and website link on bradfordcitymela.co.uk
- Mainstage & Site Branding
- 5 Minute slot during event to speak on stage.
- Credit in press releases
- Backstage Meet & Greet with artists.
- Associate Event Partner

EVENT SPONSOR

£5,000

- Logo on all publicity
- Prime location for stall
- Banner placement
- Link to the company website from our website
- Mentions on stage as a sponsor
- Logo on Sponsor screen and banner
- x1 3m x 3m stall

KIDS WORKSHOPS

£3,500

- Logo on all publicity
- Prime location for stall
- Banner placement
- Link to the company website from our website
- Mentions on stage as a sponsor
- Logo on Sponsor screen and banner
- Gantry banner
- x1 3m x 3m stall in Kids area

ARTIST SPONSOR

£4,000

- Logo on all publicity
- Banner placement
- Link to the company website from our website
- Mentions on stage as a sponsor before artist performs
- Logo on Sponsor screen and banner
- Your Artist Meet & Greet

For further information on sponsoring Bradford City Mela 2026
please contact
info@bradfordcitymela.co.uk or call 07919 910410

For bespoke packages to tailor your budget please get in touch

ADVERT OR LOGO ON SCREEN

£500

- Rolling advert in the form of a short video or still played throughout the whole weekend.

Supporter Package

£500

- Logo or name on Mela website supporter page
- Digital & Sticker print of "Proud Supporter" badge for your shop window or website
- Mention in group social media thank-you post
- Link to your web page

STALL ONLY

£POA

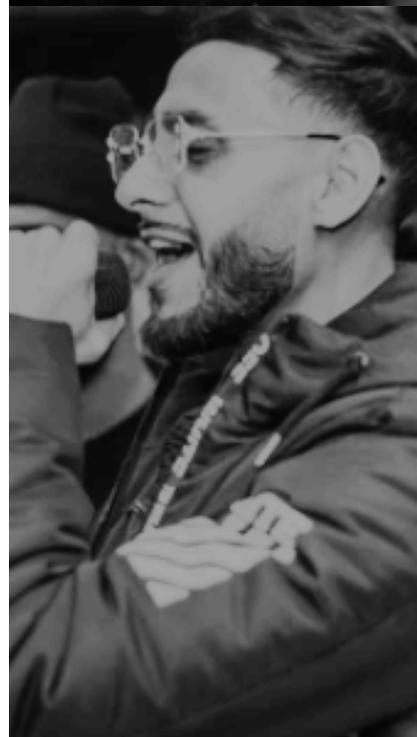
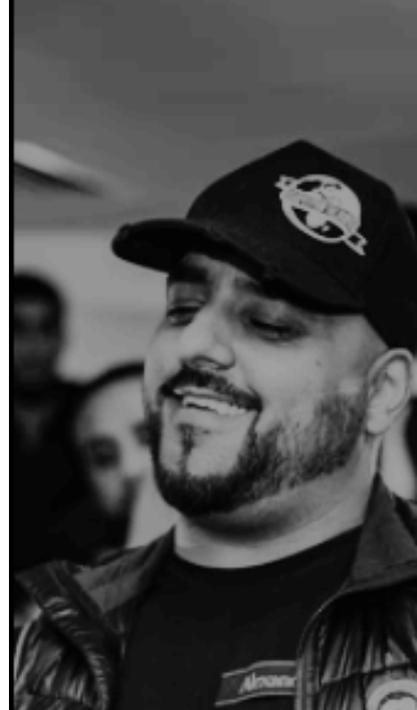
- Have your Stall at our stall village or in a prime location near the stage.

Sizes: 3mx3m | 6mx3m | All other sizes please enquire

- Stall Types: - Information Stall (No trading)
- Food & Beverage Stall
 - Trading Stall

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