

As a loyal supporter of Market Bosworth Festival, we would like to invite you to become a patron of the 2019 Summer Festival.

2018 was a very successful year for us, during which we won the 2018 Leicestershire Tourism and Hospitality Award for the best free festival - a great recognition that the Festival is going from strength to strength. Last year 1500 people came to our Big Weekend, 450 enjoyed the outdoor theatre and more than 700 attended our outdoor pop concert.

The Festival has been running for over 17 years now and continues to offer free or

 affordable cultural events to local people, becoming an important part of the calendar. From promoting young musical talent at Pop in the Park, to art exhibitions and interactive history talks to outdoor performances as varied as Shakespeare and David Walliams, a large part of our summer program is completely free.

Pop in the Park, the Art Exhibition & Art Trail, the Photography Exhibition and the Big Weekend are free to attend and we really want to keep it that way. Free events and exhibitions make our festival truly accessible, giving everyone a chance to experience art, new music or just to enjoy a pleasant family afternoon without any barriers.

We want to continue to develop and invest in the Festival, for example buying and maintaining professional audiovisual equipment would not only improve the quality of our events but would

 allow smaller companies which may not have their own equipment to take part in the festival,

 encouraging even more diversity.

In the current economic climate, fundraising for the Festival becomes more of a challenge each year. We struggle to obtain sponsorship from national companies who have their own designated charities, financial support from the Borough has been significantly reduced, andover recent years many local businesses have struggled to match their previous support *of* the Festival. All this, along with rising costs makes it increasingly difficult to balance the books.

We rely on the generosity of businesses with a local presence to keep the programme fresh by

 arranging new performers and venues and this has been a massive help, but it is not enough and this is where you can help.

We are looking to introduce the role of Patron of Market Bosworth Festival as a way to enable

 local people to contribute in a practical way towards building and safeguarding the future of the Festival. As a patron you would be supporting your local community and would be an integral

 part of the development and further improvement of your Festival . Patrons' names, if they wish, will be credited in the programme and on our website <http://www.bosworthfestival.co.uk> and all patrons will be invited to a special Patrons' gala evening each year to celebrate their involvement in

 supporting the Festival.

Patronage starts at £250 per person or £500 for a couple per year. £250 would allow us to increase our advertising and make even more local people aware of our fantastic events. £500 would pay fees and travel expenses for a special performance by a touring theatre company.

I do hope that you will be able to support your local Festival by becoming one of our very first

 patrons. Please contact myself or any member of the committee if you would like more information or details of how to make your contribution to the festival.

 Yours sincerely,

Liz Alun-Jones (Chair ).

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