



BURNLEY
2027 YEAR OF
CULTURE

CORPORATE SPONSORSHIP



Cover image © Andy Ford, dress by Rene K Couture
© Andy Ford C Douglas, Towneley Hall



WHY NOT BURNLEY?

The world's most vibrant and successful places invest in culture, because creativity drives growth, pride and prosperity.

Ours is a town with ambition. We're asking, "Why not Burnley?" Why should residents have to leave the borough to access high quality cultural experiences?

Burnley 2027 is a place-based movement harnessing creativity and collaboration to fuel social and economic transformation.

We're uniting partners across sectors to tackle local challenges. Building on Burnley's hardworking and innovative spirit, we're shaping a cultural future that nurtures talent, strengthens communities and creates opportunity.

By working together we can attract new investment, grow our creative industries, and showcase what makes Burnley the place to live, work and do business.



A SHARED AMBITION

To build pride in place, strengthen our creative community, upskill our people, and open pathways into the cultural and creative industries for our young people. Helping everyone to reach their full potential.

We're aligning agendas, forging new collaborations, and designing programmes that put people at the heart of everything that we do.

Burnley 2027 is a commitment to listening, co-creating and empowering local voices.

We will bring together 52 weeks of activity across all 15 wards - from cultural venues to town centres, parks and rural communities.

This year of celebration will lay the foundations for the future, championing local talent and creating a lasting legacy that endures well beyond 2027.



Archways Installation, Towneley Park,
In Focus Youth Festival 2025



BE PART OF THE STORY

From financial sponsorship to volunteering, mentoring or in-kind support, our partners are essential in helping us deliver change at scale.

Your support will help us to inspire the next generation of creatives, leaders and innovators. It will enable us to reach every corner of the borough, ensuring that no one is left behind.

Together we will remove barriers, celebrate diversity and tell a new, forward-facing story for Burnley - one of innovation, pride and opportunity.

By becoming an official Burnley 2027 partner, you're investing in more than culture - you're investing in Burnley's future.

© Laura Shorrock, Alice in Wonderland,
Burnley Youth Theatre



**COLLABORATION
WILL DEFINE OUR
SUCCESS**



WITH YOUR SUPPORT WE CAN

- Give every primary school child access to inspiring cultural experiences.
- Create pathways to creative careers.
- Celebrate creativity across all 15 wards.
- Help our cultural organisations to be more resilient and sustainable.
- Establish inclusive activity programmes.
- Deliver ambitious events that raise the bar and showcase Burnley.
- Fund creative wellbeing initiatives that improve mental health.
- Boost civic pride, helping to foster cleaner, safer and more confident neighbourhoods.
- Unlock additional funding through grants.

BURNLEY CANAL FESTIVAL



Back o'th Bush, Burnley
Canal Festival



BUSINESS BENEFITS

By supporting Burnley 2027 you will:

- Deliver against Corporate Social Responsibility agendas.
- Be part of a movement for positive change and sustainable growth in the borough.
- Help to attract more visitors into Burnley to boost your business and the wider economy.
- Strengthen your community impact.
- Be part of a place-based media campaign which will promote your brand.
- Help to develop the local talent pipeline to retain and grow local talent.
- Widen your networks and find new partners and collaborators.

Winston Plowes Land Art
Towneley Park, Nature Festival



OUR TIME IS NOW

© Fiona Finchett, Burnley Words Festival

PARTNER AND SUPPORTER BENEFITS

	Platinum £25k+	Gold £15k+	Sliver £5k+	Bronze £2k+	Copper £500+	In-kind
Prominent branding at all major events and campaigns	●					
Naming / presenting rights on flagship events	●					
Co-branded press and marketing opportunities	●	●				
Complimentary tickets to key events	●	●				
Discounted tickets for employees	●	●				
Invitation to supporters dinners and VIP events	●	●	●			
Logo on print / digital / signage	●	●	●	●		
Mention in event programmes	●	●	●	●	●	
Social media, newsletter inclusion	●	●	●	●	●	●
Joint press releases	●	●	●	●	●	●
Use of brand	●	●	●	●	●	●



HOW YOUR SUPPORT CAN HELP

There are opportunities to get involved at all levels:

- Sponsor new, large-scale events and festivals.
- Enable new theatre, music, film, dance and artistic commissions.
- Subsidise transport for school visits to cultural venues.
- Fund large-scale artistic installations.
- Contribute to an access to culture scheme for those facing barriers.
- Fund programmes of community workshops.
- Sponsor volunteer uniforms and activity.
- Scale-up existing events in Burnley's cultural calendar.



© Grace Blizzard, Wild Wonders
Burnley Youth Theatre

EXAMPLE LEVELS OF SUPPORT

£500	Subsidise a school visit to a museum or theatre.
£2,000	Provide a micro-commission for a graduate.
£5,000	Provide 24 weeks of inclusive dance sessions.
£10,000	Enable a 12 month National Saturday Club.
£15,000	Deliver a 12 month community arts project.
£20,000+	Commission a piece of art, theatre or large event.
£30,000+	Headline partnership for the Year of Culture.



GET IN TOUCH

Feeling inspired?

There are lots of ways to get involved - we'd love to hear from you.

To find out more or to discuss bespoke opportunities, contact:

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© Grace Blizzard, In Focus Open
Mic Night, Burnley Mechanics Theatre



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BE PART OF THE MOVEMENT