IF

Milton Keynes International Festival 2027

16-25 July

Partnership opportunities

Let's Create Something Extraordinary



Transe Express: DNA, Vertical Odyssey (IF: 2025)

The Festival has been awarded the prestigious EFFE Label by the European Festivals Association, recognising it as one of Europe's most remarkable festivals.

"As Milton Keynes celebrates its 60th year in 2027, IF: Milton Keynes International Festival offers a unique opportunity to showcase the creativity, ambition and civic pride that define our city. I encourage businesses to get involved and discover the many benefits of Festival partnership."

Councillor Jane Carr,
Leader of Milton Keynes City Council



Deabru Beltzak: Symfeuny (IF: 2025)

Put Your Business On The City's Stage

Partner with IF: Milton Keynes International Festival to put your business at the heart of one of the UK's 'most remarkable festivals'.

Presented across the city over 10 days, this award-winning, world-class multi-arts programme transforms familiar places, creates memorable shared experiences and invites residents and visitors to see Milton Keynes differently.

Founded and produced by The Stables music venue, the Festival returns from 16-25 July 2027. Support from corporate partners helps bring exceptional performances and events to public spaces, reach new audiences and keep many events free to attend.

In return, partners gain a flexible platform to build brand visibility, engage clients and employees and demonstrate meaningful social impact.

ifmiltonkeynes.org

Watch the highlights film from IF: 2025

Produced by

the stables

Supported by

LOTTERY FUNDED

Supported using public funding by ARTS COUNCIL ENGLAND

Milton Keynes City Council

In association with

centre:mk MILTON KEYNES



NoFit State Circus: Bamboo (IF: 2025)

Why This Matters Now

Milton Keynes' shortlisting for UK City of Culture 2029 puts its cultural ambition in the national spotlight. For a fast-growing, highly productive city, a vibrant cultural offer attracts visitors and talent, supporting employee recruitment and retention, as well as strengthening community connections and pride of place.

As Milton Keynes celebrates its 60th anniversary in 2027, IF: Milton Keynes International Festival offers your business an immediate opportunity to be part of that ambition through one of the city's most high-profile festivals.

Make your commitment to Milton Keynes visible to your employees, customers and communities while helping more people access some of the world's most amazing artists and events.



Kamchàtka: Fugit (IF: 2025)



Connecting With Audiences

A partnership with the Festival provides a unique platform to reach new audiences, build meaningful connections and be part of an unforgettable shared experience.

A snapshot of the Festival audience and reach in 2025

Visitor footfall: **264,000+** across 10 days

Audience demographics: **45%** local | **40%** regional | **15%** national and international visitors

Age Range: **25-55**, predominantly professionals and families

Age profile: The Festival's free pop-up events engage a broad audience. Ticketed bookers include established families, suburban and village households and younger households setting up home, offering partners opportunities to connect with relevant audiences across the programme.

Media Reach: **85.8 million*** including national print features and reviews in The Observer, The Times, The Daily Telegraph, The Guardian, The Australian Mercury, Gramophone and Broadway Baby. Regional coverage included MK Citizen, MK Pulse, MKFM, Asian Radio, Horizon Radio, All Things Business and Business MK. Broadcast radio interviews on BBC Radio London syndicated to all 32 BBC local radio stations and TV coverage on ITV Anglia and BBC Look East.

Social Media Reach: **1,000,000+** unique users across major platforms

Email Subscribers: **25,000+**

Website Traffic: **250,000+** page views during the Festival period

*defined as the combined total of publication-wide audience figures for all outlets featuring coverage

Working Boys Club: Noisey Noise Noise (IF: 2025)

Naming Rights

Put your company name at the heart of the Festival and connect with audiences and communities across Milton Keynes.

The [Your Company name] Spiegeltent

Take centre stage at one of the Festival's most distinctive venues. Located at Festival Central in Campbell Park, this travelling Belgian dance hall crafted from wood and mirrors provides a unique setting for live music, comedy, cabaret and family theatre performances.

The Stables Sessions on the [Your Company name] Acoustic Stage

Support new and emerging music, with your business name closely linked to The Stables iconic music venue presenting free live performances by emerging artists from Milton Keynes and beyond.

The [Your Company name] Creative Space

Support free creative activities for children, families and adults, with your business prominently displayed on the Festival's dedicated workshop tent at Festival Central.



Pagrav Dance: One Sky (IF: 2025)

The [Your Company name] VIP Hospitality Space

The place to hang out at Festival Central in Campbell Park is an atmospheric furnished tipi featuring a private, discounted bar for VIPs including Festival Partners and artists. The ideal space to chill out, meet someone new and chat about your favourite show or book exclusive use for some pre-show hospitality.

The [Your Company name] Volunteer Partner

Support the 250+ volunteers who help make the Festival happen. Your business will receive prominent branding on volunteer T-shirts worn by the Festival team across Milton Keynes throughout the 10 days.

Be An Event Partner

Support a Festival event or programme and put your company name alongside some of the extraordinary experiences the Festival brings to Milton Keynes. Opportunities include:

Large-Scale Outdoor Events and Spectaculars, presented in association with [Your Company name]

Support spectacular, family-friendly events in public spaces, creating memorable experiences for typically 3,000-10,000 people per event.

Premieres, presented in association with [Your Company name]

Support World, UK and English premieres, new commissions or UK exclusive events giving audiences the chance to experience performances by leading artists and companies for the first time or for the only UK showing in 2027.

Family Events, presented in association with [Your Company name]

Support a programme of events for children and families, taking place at indoor and outdoor locations throughout the Festival, with a particular focus on the two weekends.

Community Participation Projects, supported by [Your Company name]

Support projects that bring artists and local people together to create, learn and take part. Activities take place across the city in the lead-up to and during the Festival.

"The amount of positive PR that the Festival generates for the City is incredible. We should be celebrating our city status as much as possible and the Festival has put us on the world stage. These world-class performances and events help wider business in Milton Keynes."

Kevin Duffy,
Centre Director, centre:mk

What Partnership Can Do For Your Business

Your business objective	Value to your business	How we can deliver this value
Raise your profile	Build awareness among relevant local, regional and visiting audiences, associating your brand with world-class culture and Milton Keynes. Connect with particular audience groups through selected Festival activity.	Recognition across Festival brochures, website, email and social media; selected onsite branding, digital content and the post-Festival highlights film; opportunities for inclusion in relevant Festival PR and media activity.
Engage clients and customers	Reward loyalty and build relationships through distinctive, personalised shared experiences.	Bespoke hospitality and hosted Festival visits; receptions with dedicated space for invited guests; access to the VIP area at Festival Central; agreed complimentary ticket allocations, special offers or priority booking; fast-track entry for selected events; behind-the-scenes access and opportunities to meet Festival artists where available.
Engage and reward employees	Bring colleagues and their families together through memorable experiences, recognise their contribution and provide opportunities to participate in their local community.	Volunteering and creative activities; team-building experiences, away days and bespoke staff or corporate family events; agreed ticket access, special offers or priority booking, with tickets and Festival experiences available as staff rewards or competition prizes.
Demonstrate social value	Support cultural access, learning and community participation and demonstrate your contribution to employees, customers and stakeholders.	Association with Festival activity supporting cultural access, learning or community participation; stories, photography and relevant impact evidence to demonstrate your contribution in communications and reporting.
Strengthen local relationships	Connect with business, civic and cultural partners, creating opportunities for introductions and collaboration.	Partner receptions and networking, hosted conversations and introductions before, during and after the Festival.
Attract visitors and engage audiences	Encourage visits to your location and direct interaction with your brand, product or campaign.	Host a Festival performance or installation at your location or use Festival sites and activities for your own brand activation, product launch, sampling, giveaways, customer offers, competitions or audience research, subject to programme and site suitability.

We will work with you to shape a partnership with assets and activities tailored to your business objectives and investment. We will develop a suite of key metrics to help you assess the impact of the Festival, with ticketing, hospitality and artist access subject to availability.

Partnership In Practice

Three partnerships from previous Festivals illustrate how Festival support can connect businesses with relevant audiences, bring activity into their spaces and demonstrate community benefit.



Milton Keynes Community Foundation

Inclusion and social value

As Inclusion Partner since 2023, Milton Keynes Community Foundation has supported measures designed to make the Festival more accessible and to increase engagement with underrepresented communities.

These have included an Easy Read guide, BSL and audio-description guides, selected BSL and audio-described performances, and guided touch and BSL tours.

The partnership linked the Foundation visibly with practical access provision and supplied stories, photography and Festival evidence for stakeholder and impact reporting.

Neves Solicitors

Connecting family law with family audiences

Neves Solicitors, whose services include family law, was the Festival's Spiegeltent Family Programme Partner in 2025, supporting four shows across five performances. The partnership provided a relevant setting in which to introduce the firm to family audiences.

Its agreed package included recognition alongside the family programme, credits on tickets for the supported shows and a promotional message in selected targeted Festival emails.

Neves have continued to develop their relationship with family audiences at The Stables. This illustrates how a business can align its sponsorship with an audience relevant to its services

Vodafone

Brand activation, audience engagement and staff hospitality

In 2018, Vodafone wanted to raise awareness of its 5G ambitions in Milton Keynes and capture local interest. The Festival worked with its experiential agency to create a bespoke area at Festival Central in Campbell Park.

Vodafone's branded *Gigatent* served mocktails, while artists introduced by the Festival involved families in creating a rocket. A street team worked alongside Festival volunteers, promoting the Festival and distributing maps branded and printed by Vodafone to highlight its location and offer. The activation attracted good footfall and dwell time.

Vodafone also had exclusive use of the VIP tent on a weekend day for a family event for its global CEO and staff. When a storm hit, branded ponchos were handed out to Festival-goers caught out by the rain, extending Vodafone's visibility beyond the *Gigatent* pitch; the company also supplied 300 branded water bottles for Festival volunteers.

Barely Methodical Troupe: Bromance (IF: 2023)

Business Supporters Past and Present





























































A Guide To Partnership Opportunities And Investment

The guide below is illustrative of how your business can make the most of the Festival sponsorship opportunity. Each partnership can be tailored to suit your company's budget and particular needs to ensure the right mix of branding, hospitality or ticket packages. If you don't see exactly what you're looking for, talk to us. We'd be delighted to develop something bespoke that works for your business.

Partnership Opportunity	Guide investment	Position	Indicative benefits
Naming rights	£20-50,000 + VAT	Opportunities include the Spiegeltent, the Festival's main venue at the heart of Festival Central in Campbell Park and other prominent named Festival spaces with high visibility throughout the Festival.	Festival-wide recognition; bespoke activation; digital and onsite presence premium hospitality; senior engagement; agreed category exclusivity; impact report.
Volunteer Partner	£25,000 + VAT	A prominent partnership with strong Festival visibility and the opportunity to lead a Festival focus.	Prominent branding on volunteer T-shirts worn across Milton Keynes throughout the 10-day Festival; onsite presence; staff engagement; impact report.
Community Engagement Partner	£10,000 + VAT	A visible partnership associated with a Festival strand, focus, event or audience experience.	Named association; digital profile; selected onsite recognition; hospitality; employee opportunities; partner networking.
Event Partner	£5,000 + VAT	For businesses wanting to support a specific Festival event or programme. Choose from a range of shows and events with which your brand can be associated.	Website and selected print recognition; ticket or hospitality allocation; partner invitations; staff engagement opportunity.
Festival Supporter	By agreement	A business providing valuable goods, spaces, services or expertise.	Recognition proportionate to the value of the contribution.

Let’s Create Something Extraordinary

More than sponsorship: a partnership brought to life.

Bring clients together, reward your people and connect your brand with new audiences through a distinctive mix of hospitality, performances, creative participation and shared stories.

Tell us what matters to your business and the level of investment you have in mind. Together, we can explore the opportunities outlined in this pack and shape a partnership that delivers real value for your organisation and makes a lasting difference to Milton Keynes.

Cat Moore, Executive Director

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IF: Milton Keynes International Festival was founded by The Stables in 2010 and is produced by The Stables.

The Stables and IF: Milton Keynes International Festival are operating names of Wavendon AllMusic Plan Registered Charity, Number 261645

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