

SPONSORSHIP APPLICATION FORM

Organisations may only receive one sponsorship per financial year.

SECTION 1: ORGANISATION AND APPLICANT DETAILS		
1.	Name of Organisation/Individual.	Billingham International Folklore Festival of World Dance
2.	Name and address of contact for this application.	BIFF Ltd Stockton Business Centre 70 Brunswick Street Stockton on Tees TS18 1DW
3.	Telephone number/s of contact for this application.	
4.	Email address of contact for this application.	info@billinghamfestival.co.uk
5.	Status of organisation (if registered charity, please include number).	Company Ltd by guarantee No 3708860 Registered Charity in England and Wales No 1077067
6.	How long has the organisation been established?	Since 1965 (60 years)
7.	Brief description of purpose of organisation.	To preserve and advance public education and appreciation of traditional and contemporary folk dance, music, song and other related traditional crafts and folk arts from all countries of the World.
8.	Are you part of/affiliated to a larger organisation?	No
9.	How many members do you have that reside in Billingham?	20 members of BIFF Ltd, thousands of audience, participants and community groups
10.	Is there an annual subscription/membership fee?	Yes, £20 – individual, £32 - couple
11.	Please provide contact details for another senior member of your organisation.	
12.	Please provide contact details for an independent referee.	

SECTION 2: FUNDING		
13.	Total cost of funding?	£225,860.00
14.	Amount of sponsorship requested?	£10,000.00
15.	How much has already been raised towards the project?	£215860.00
16.	How will the balance be funded? (if applicable).	Stockton Borough Council - £110,000.00 Arts Council England - £30,000 Heritage Lottery Fund - £73,680.00 BIFF Fundraising - £2,000.00
17.	Has any further funding been sought for this project? If so, please specify details.	No
18.	Have you sought more than one quote for the project? (Please enclose copies).	Not applicable
19.	Does the organisation have its own bank account with a minimum of two signatories?	Yes

Please include with your application:

- Accounts for the last two year (draft accounts will be accepted if not yet audited);

Start up groups without two years of accounts should enclose a signed bank statement and business plan with their application.

SECTION 3: PROJECT DETAILS

20.	<p>Please briefly describe the project, including:</p> <p>Where it will take place?</p> <p>How the community of Billingham will benefit?</p> <p>How the project supports the community?</p> <p>How you have identified the need for this project?</p> <p>How you will assess the success of the project?</p> <p><i>(If necessary, please supply further details on a separate sheet of paper).</i></p>	Please see project details and description attached
21.	How many people in Billingham do you expect to benefit directly from the project?	10,000.00
22.	Please advise the timescale for the project.	1 st May – 1 st September 2025
23.	Will the project require ongoing financial support? If so, how will this be funded?	No

'Sixty Years of the Global Heartbeat of a Small Town'

**Celebrating 60th Anniversary of Billingham International Folklore Festival of World Dance
9th – 17th August 2025**

In August 2025 Billingham Festival will be celebrating its 60th Anniversary.

Billingham International Folklore Festival(BIFF) is unique multicultural event celebrating World Dance and Arts, intangible cultural heritage traditions from all over the World, in all its variety and its fusion with other art forms . Since its launch in 1965, in its 60 year history BIFF welcomed over 20,000 performers from 95 countries.

The aims of BIFF are:

To preserve and advance public education in and appreciation of traditional and contemporary folk dance, music, song and other related traditions, crafts and folk arts from all countries of the World.

Founded in 1965, Billingham Festival, which will celebrate its 60th Anniversary in 2025, over the years have been attended by over 1,7 million people.

In recent years, since the launch of new contemporary identity of the festival in 2011, BIFF established itself as a unique platform for numerous collaborative projects between contemporary and traditional dance, ground-breaking Flagship Projects with fusion of different cultures and fusion of arts and sport.

It received National and international publicity - Sky News, BBC Radio 5 live, BBC Look North, Times, Irish Times, The Guardian, The Independent, Sun online, Getty Images and top MSN images, raising BIFF profile.

BIFF is popular and cherished event for local community.

Key achievements:

- Enhanced BIFF reputation of producing innovative & ambitious work centred around unique multi-cultural arts and sports collaboration, breaking boundaries, reaching audience in unique ways, creating captivating live arts experience with new intriguing concepts;
- Built new and consolidated recently engaged cross-generational audience from North East/UK, created new model, maximizing audience and community engagement, enhanced our programme diversity and innovation;
- Established unique collaboration platform for artists, informing and sharing their practice;
- Aroused audience appetite and curiosity for future work.

In 1970 Billingham Festival became one of the eight founder members of CIOFF (International Council of Organisations of Folklore Festivals and Folk Arts), which now has membership in 103 countries, covering over 320 festivals around the World. CIOFF is official partner of UNESCO.

Over the years BIFF became a truly community led festival, organised and run by volunteers. The community engagement and participation is at the heart of the festival. To support and involve widest communities in high quality activities across Billingham we work closely with all our partners, creative collaborators, community groups, organisations, libraries, museums, schools, etc on year-round basis. That allows us to contribute to improving cultural and heritage education for children and young people (through activities/teaching packs); improve community wellbeing (through variety of creative and cultural activities with focus on mental health and well-being), build skills and capacity in the community.

In 2025 Billingham Festival will celebrate its 60th Anniversary since it was established in 1965. We would like to celebrate BIFF Legacy in Billingham by creating opportunities for the whole of Billingham community, families and especially children and young people to get involved, celebrating and taking pride in their own town.

To celebrate 60th Anniversary since foundation of Billingham Festival in 1965, by collecting memories, holding live and online events, presentations and exhibitions we aim to:

- Highlight how since its foundation from generation to generation Billingham Festival shaped the local identity and the lives of the local community.

- Give local people a sense of pride in their own town, which plays such a major role in promoting multiculturalism, peace and friendship on a World scale and is part of world-wide history.

- Give the local community a sense of connection and ownership of their town's heritage and image worldwide.

- Encourage children, young people and adults to learn about the heritage of their own town, its history and its legacy around the World, to celebrate their heritage and their home town through a variety of projects.

- Contribute to the sense of well-being of Billingham Community, bringing people together to celebrate their local heritage.

Billingham is well-known in many corners of the World as a vibrant hub for celebration of traditional cultures through its Billingham International Folklore Festival of World Dance (BIFF) and International Council of Organisations of Folklore Festivals and Folk Arts (CIOFF), of which BIFF was one of 8 founder members. BIFF was launched in 1965 by Billingham Urban District Council to attract visitor to Billingham Town Centre, which was the first UK pedestrian shopping mall.

To celebrate 60th BIFF Anniversary '60 Years of the Global Heartbeat of a Small Town' Project will trace, explore and capture the heritage, history, growth, impact and legacy of

BIFF in the Billingham community, how the cultural heartbeat Billingham gets from the festival performers reverberates around the World.

It will focus on how BIFF shaped the image of Billingham worldwide, trace the historic contribution of BIFF to CIOFF development and the massive impact it has had on the local town and its community over the years, giving local people a heightened sense of pride, belonging and ownership of their local history and its significance today.

To celebrate 60th Anniversary in addition to the usual festival events and activities we would like to:

-Hold a live exhibition of traditional costumes in Billingham Town Centre on the Festival opening day demonstrating traditional costumes from all over the World presented by multi-cultural community groups based in the UK and International participating groups (Over 30 National Costumes – 1 dance couple in each costume), with detailed descriptions of each costume and interactive presentations of costumes engaging children, young people and adults

-Hold British Costume Design Challenge for Children and Youth Community groups and families, providing everyone who is interested with specially designed Resource Pack. The winners of the challenge will take part in the Festival Opening Ceremony on 9th August and will present their designed costumes to Billingham Audience.

-Delivering an extensive programme of workshops in Folklore Dance from around the World for Billingham children and young people.

-Trace volunteers and their families to collect their memories and create an archive of names of all volunteers who worked at BIFF over 60 years, the role they fulfilled within the festival and their memories or, if deceased, memories from their family members. The celebration of volunteers will culminate in the large street party on the last day of the festival 2025 by launching flying kites for each volunteer with their names decorated by all participants.

- Create and hold Festival trail for children during BIFF 2025. Daily interactive activities for children and youth with Activity Cards and daily tasks, tracing the BIFF history through the years and exploring UK and World Cultures.

-Engage visual artists and photographers to have one day of the Festival dedicated to portraits of Billingham people with international performers.

The celebrations will culminate in the Heritage Weekend during Billingham Festival in August 2025, where all project participants will present their work in form of exhibitions, displays of created costumes, community performances and workshops. Families and local community will be encouraged to pop in, share their stories, explore the collections and share their vision for the festival's future and its role in Billingham.

The project will:

-engage children and young people, community of all ages and abilities to design, develop &increase their participation in high quality creative activities through versatility of

engagement offer

- provide high-quality activities for the whole community, which reach families from wider range of backgrounds around Billingham, widening & improving opportunities for children to take part in creative activities outside school and in schools
- engage young people in Billingham with opportunities to take part & explore their creativity through volunteering & contributing ideas to creative project delivery
- support children/young people to develop their creative skills & potential, developing/improving their pathways towards career in creative industry through variety of engagement offers. BIFF has great track record of volunteers who developed their careers in creative industry
- engage schools in Billingham after festival with activity packs
- give local people a sense of pride in their own town, a sense of connection and ownership of their town's heritage and image worldwide
- Contribute to the sense of community and well-being of Billingham people, bringing people together to celebrate their local event with a global impact.

Through intensive PR & Marketing campaign we will aim to ensure that every young member of the Billingham community has opportunity to experience & engage with the project.

Our project is devised & led by Community Focus group, making it community led festival. It consists of: 4 BIFF Board Members, 4 audience representatives of various ages/backgrounds (25-85); 4 Patrons, 4 young volunteers age 18-25, 6 partner's Representatives, and 3 Creative professionals.

The Focus group have been essential in devising ideas of festival's 2025. They will be working with the community & our partners engaging groups across Billingham, to ensure the widest reach & participation, leading on all activities/events, with one of BIFF Board members responsible for each sub-theme.

We aim to recruit and train 15 new young volunteers to join our team of over 50 volunteers of all ages and abilities. The new volunteers will work on this particular project with children and young people in Billingham

We will providing skills training for volunteers in:

- Health & Safety
- Working with audiences/participants of all ages and abilities, creating safe and inclusive environment
- Importance of feedback from audience, participants, partners, volunteers, creative team and how to use the data received.

Providing free opportunities for all volunteers to take part in all activities of the project outreach programme

Some volunteers, depending on their interest, will be placed to shadow and learn from professionals, which will help them to pursue future careers in arts/culture/event management.

What makes BIFF stand out from the rest of the North East festivals? This is an event that has educated, entertained and informed generations of audiences down the years and is an important part of the cultural calendar. BIFF is of great importance to local people young and old. Year on year the Festival has also committed to evaluating and capturing audience feedback in order to help shape the strategic direction each year. This project and the festival itself is vital for, as it will support the way to engage the whole community in participation activities.

We will collect the feedback from the audience, participants, performers and volunteers to evaluate the success of the project.

This is the important milestone in Billingham Festival and Billingham history and we would like to kindly ask Billingham Town Council to sponsor this project to the amount of £10,000.00, covering

2 x 3-days school residencies in clay sculpture in Billingham Primary Schools

2 x 3 days residencies in visual arts paintings

= £500 per residency x 4 = £2000;

10 dance workshops for children during festival with international groups

£150 per workshop plus £60 per hour room hire at the Forum = £1500 +£600 = £2100;

Free children's club with international groups each festival day

9 sessions x £60 per hour Forum room hire = £600;

Activity cards for children's club with arts activities

Design & printing 500 cards - £500;

Staging a free interactive family show for children and families on Sunday, 10th August

£1800;

Making 14 festival Arena Concert accessible for all with Pay What You Decide scheme

£4000

Total - £10,000.

All the adverting of Billingham Festival 2026, including press-releases, will include the mention of Billingham Town Council as the Sponsor, BTC logo will also be featured on all posters, flyers and the BIFF Website, with any promotions on social media