



Photo credit: Alex Rotas

Bristol Walk Fest 2026 — Partnership Opportunities

A unique opportunity for local organisations and businesses to take part in a vibrant, Bristol-based walking festival.



Bristol Walk Fest 2025 Summary

3,300+ participants 83 local providers 700+ walks and events

78% of walks were free Sold out launch event

Walks on all 31 festival days



About Bristol Walk Fest

When: 1-31 May

Why: to celebrate Living Streets' National Walking Month, promote health and wellbeing and showcase the wonderful array of opportunities to walk in our city

What: one of the UK's largest urban walking festivals, with walks incorporating history, nature, architecture, wellbeing, art and much more

How: we offer an opportunity for local groups and organisations to promote themselves and their walks to participants of all ages, interests and abilities. We collate all walks into a programme which is shared online and widely, locally

Cost: we aim for 80% of walks to be free with any paid event being low cost or discounted from normal rates

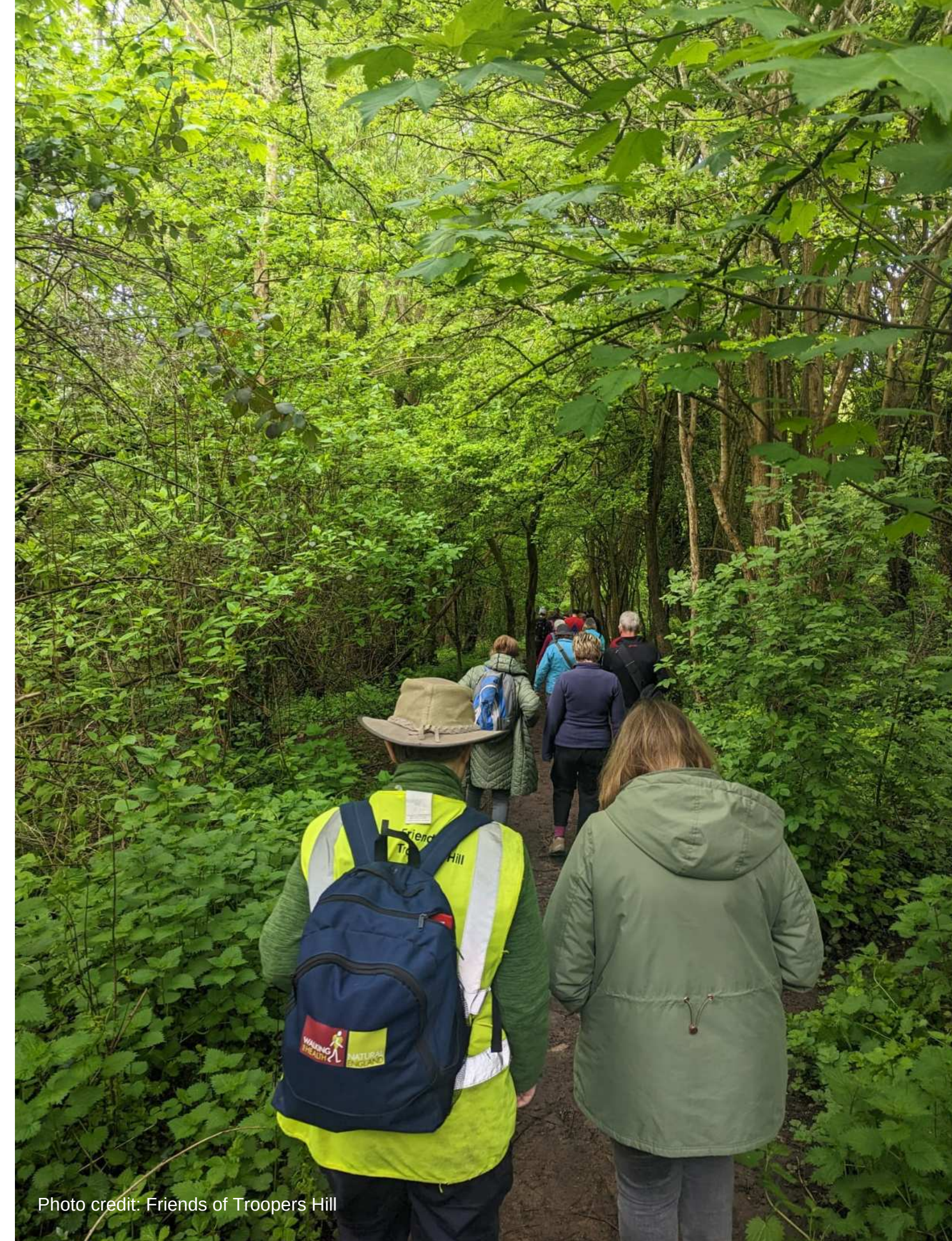


Photo credit: Friends of Troopers Hill

Our Reach in 2025

Promoted both city-wide and nationally, the fully integrated marketing programme sees our event promoted online, across a range of social media, on the radio, through posters, brochures and flyers distributed at venues throughout the city.

- 8,000 festival brochures printed and distributed across the city
- 58,000+ website views during the festival
 - 14 new case studies and blogs published
- Over 5,000 followers on Facebook, Twitter and Instagram.
 - 80 stories published
- Significant press and broadcast coverage, including radios interviews and coverage on BBC breakfast
- Printed adverts in a variety of festival guides and local publications



Photo credit: Bristol Nordic Walking



How we can work together

A partnership between your business and Bristol Walk Fest would be mutually beneficial.

Your investment would enable Bristol Walk Fest to market the festival to a wider audience while demonstrating your commitment to supporting the wellbeing of local people and engaging in the local community, all the while increasing your brand awareness.

In addition to the packages available, we can create a bespoke sponsorship package to meet your marketing objectives and budget.

Packages

	Gold	Silver	Bronze
Logo and link on Bristol Walk Fest website	Yes	Yes	Yes
Logo on 8,000 x Bristol Walk Fest programmes	Front page	Front page	Back page
Logo on all Bristol Walk Fest printed surveys	Front page	Back page	-
Blog posts on Bristol Walk Fest website	2	1	0
Mentions on Bristol Walk Fest social media	Monthly	Bi-monthly	Once
Advert in 8,000 x Bristol Walk Fest programmes	Full page	Half page	Quarter page
Outdoor advertising	Logo on one 48-sheet outdoor ad for one month*	Logo on one 32-sheet outdoor ad for two weeks*	None
Other	First refusal to incentivise the evaluation (i.e. providing vouchers)	-	-
Price	£4,500	£2,500	£1,000

*or equivalent

Benefits

- The opportunity to sponsor a prestigious local community festival.
- Excellent coverage in the run-up to, during and post-event using online, print, social media and broadcast media channels.
- Shows your commitment to the community and your support of getting people active.
- Enhance your business image, raise your profile amongst your target market and positively influence consumer perception.

Together we can achieve great results.





**For further information about any of our
partnership opportunities, please contact us:**

info@bristolwalkfest.co.uk

