



BRISTOL INTERNATIONAL BALLOON FIESTA

OFFICIAL CHARITY PARTNER APPLICATION BRIEF 2026 – 2028

Introduction

Be part of something extraordinary as we soar towards our 50th anniversary in 2028.

We're opening applications for our next official charity partner; a unique opportunity to join us on this incredible journey. This three-year partnership begins in 2026 and runs through to the Fiesta's landmark anniversary year, offering an unparalleled platform to raise awareness, fundraise and engage with hundreds of thousands of visitors.

Applications are now open. Please submit your proposal to info@bristolballoonfiesta.co.uk by Thursday 12 March 2026.

Shortlisted charities will be invited to a pitch meeting. The successful applicant will be confirmed by mid-April 2026, ready to begin preparations for the 2026 event.

About the Bristol International Balloon Fiesta

The Bristol International Balloon Fiesta is a free, three-day celebration of the city's heritage and its remarkable global links to hot air ballooning. Taking place at Ashton Court Estate each August, the Fiesta welcomes over 100 balloons, dawn and dusk ascents, and the iconic Nightglows, creating unforgettable moments for visitors of all ages.

Alongside its spectacle, the event offers charities a rare opportunity to engage directly with huge audiences, showcase their work and generate meaningful support within the community.

As the official charity partner, you'll receive:

- Exclusive rights to roam the site to collect donations, including at entrances and exits
- Free prime exhibition space (10m x 10m) at the heart of the site
- Onsite branding, plus marketing and PR support to amplify your cause
- A three-year programme of opportunities, building towards our 50th anniversary celebrations

What We're Looking For

We are seeking a charity that embodies the spirit of Bristol.

To be eligible, proposals should reflect:

- Strong Bristol roots, charities must be based in or have significant ties to the city
- A mission that shapes, supports or improves local lives

- Volunteer resource, the Fiesta operates long days (0500–2300), and a large volunteer base is essential to take full advantage of the opportunity
- A commitment to co-creating a growing, ambitious partnership through 2026, 2027 and our 2028 anniversary year

The Three-Year Partnership

2026, Year One: Building Foundations

- Introduced as the official charity partner
- Logo featured across Fiesta marketing and social channels
- Prime exhibition space
- Exclusive rights to bucket collect, including during peak times and Nightglows
- Opportunity to learn how the event operates and explore future ideas

2027, Year Two: Amplifying Impact

- All visibility from Year One continues
- Extended presence in the printed programme and digital communications
- The chance to deliver bigger ideas: arena activity, stage moments or creative engagement on site

2028, Year Three: The 50th Anniversary

- A once-in-a-generation moment
- Opportunity to deliver a bold, unforgettable activation or campaign
- Collaborative planning with organisers to make a city-wide impact

Application Guidelines

To ensure consistency across submissions, please structure your proposal using the following guidance.

Format Options (choose one):

- Pitch deck, up to 10 slides
- Written proposal, up to 3 sides of A4

Suggested Sections & Word Counts

About Your Charity (200–300 words)

- Mission, values and key impact in Bristol
- Why your organisation is a strong fit for the Fiesta

Your Local Impact (250–350 words)

- How your work shapes or supports local communities

Volunteer Capacity & Operational Readiness (150–250 words):

- Your volunteer network and how you would resource the partnership
- Approach to managing teams during the Fiesta's long operating hours

Your Vision for the Three-Year Partnership (300–450 words):

- Ideas for onsite engagement in 2026
- Potential large-scale activations for 2027
- Ambitions for our 50th anniversary in 2028

Fundraising Approach (150–250 words):

- How you would maximise donation opportunities through roaming rights
- Any innovative or interactive fundraising plans

Additional Materials (optional):

- Branding examples, campaign case studies or testimonials

How to Apply

Please submit your proposal to info@bristolballoonfiesta.co.uk with the subject line 'Charity Partnership Applications by midday on Thursday 12 March 2026.

We look forward to hearing from you, and to potentially welcoming you aboard for three unforgettable years as we head towards our 50th anniversary celebration.