

TRANSFORM PARTNERSHIPS



Young performers starred in SECRETS by artist Asrún Magnúsdóttir at Transform 23. Photo: JMA Photography

TRANSFORM 23
AUDIENCE FEEDBACK

‘INCREDIBLY ACCESSIBLE, EMPOWERING AND ENLIGHTENING. THANK YOU FOR AN AMAZING EXPERIENCE THAT I WILL REMEMBER FOR THE REST OF MY LIFE.’

ABOUT TRANSFORM

**‘ONE OF THE MOST
IMPORTANT
INTERNATIONAL
FESTIVALS IN THE UK’**

THE STAGE

**‘INTERNATIONAL
FESTIVALS CAN EASILY
FEEL DETACHED FROM
THEIR HOST CITY...
AT TRANSFORM, THE
CHARACTER OF LEEDS IS
BAKED INTO THE
PROGRAMME.’**

THE GUARDIAN

Transform is an engine-room for urgent, of-the-moment performance. Our biennial **Transform** festivals take over the city with powerful performance by local, national and international artists. **Transform** festival is the UK’s leading festival for international, inclusive performance – based right here in Leeds.

Spanning performance, dance, theatre and multi-disciplinary events, **Transform** festival unfolds across the city’s most iconic venues (Leeds Playhouse, Yorkshire Dance, Northern Ballet’s The Stanley & Audrey Burton Theatre, Opera North’s Howard Assembly Rooms) alongside car parks, community centres, clubs, school halls and incredible undiscovered spaces. Drawing on the rich cultural diversity of the Leeds City Region, our biennial festival supports a new generation of change-making artists and creatives to reimagine the world around us.

In the last ten years, we’ve delivered 5 trailblazing international festivals alongside an inspiring series of special events and ambitious young people’s programmes. Our last festival, **Transform 23**, was our boldest and most inclusive festival yet. With 24 performances by 101

artists from across 5 continents, including 8 original commissions, we reached audiences of more than 13,000 people, with 54% of those being first-time attendees.

Our young audiences – with 52% aged between 16–34 – reflect the diversity of Leeds, and as their overwhelmingly positive feedback demonstrates, have a deep connection to **Transform** festival. Using a Pay What You Can model, our festival is a uniquely accessible opportunity to see world-class performance from across the globe.

In 2023, **Transform** joined the Arts Council England’s National Portfolio, and went on to be shortlisted for **The Stage International Award**.

Read our **2023-24 Annual Report** [here](#).

WHAT WE DO

TRANSFORMING PEOPLE

We inspire, nurture and empower a diverse and ambitious new generation of arts leaders and creatives from the region to create bold new performance and develop their careers, utilising the festival as a catalyst for young people's creativity.

TRANSFORMING PERFORMANCE

We transform perceptions about what performance can be, who it is for and how it connects to the world around us by supporting leading Northern creatives to develop exceptional new performances to be seen at the festival and then tour nationally/internationally.

TRANSFORMING OUR CITY

We create an ambitious, high-profile, socially-conscious festival promoting Leeds and the region as a national and international cultural destination, by enabling the creation and presentation of significant, high-profile and international events within a destination festival.

HOW YOU CAN SUPPORT US



Captivating and operatic, MEXA's PUMPITOPERA TRANSATLANTICA at Transform 23 left audiences 'both tearful and euphoric'.
Photo: JMA Photography

We're now at a pivotal moment in our journey towards **Transform 25**, happening in October 2025. By partnering with **Transform**, you're supporting us to:

- Use bold and brave performance as a catalyst for social change
- Celebrate Leeds City Region as a global hub for innovative collaboration
- Support a new generation of change-making artists, creatives and leaders

HOW YOU CAN SUPPORT US



An event in our Future Radicals programme. Photo: JMA Photography

SUPPORTING PARTNER (£5,000+)

Positively impact the lives and trajectories of young people from underrepresented backgrounds in the Leeds City Region.

As a Supporting Partner, you enable:

- 10 Young People aged 18-25 to be trained and upskilled in arts programming and producing

You will benefit from:

- Exclusive invitation to summer programme launch and special events throughout the festival
- Credited recognition on our website and digital communications, assets and ready-made content to showcase on own channels

Below are a range of ways you can support **Transform 25** and our work.



Mayowa Ogunnaike was one of our local micro-commission artists for Transform 23. Photo: Michael GodsallPhoto: JMA Photography

MAJOR PARTNER (£10,000+)

Propel Yorkshire based artists and young people to take the next step in their creative career. As a Major Partner, you could fund:

- A brand-new commission for a Yorkshire-based artist to create a brand-new production and develop new audiences

You will benefit from:

- All the benefits of a Supporting Partner, plus bespoke social contexts within the festival for staff teams to gather and connect, alongside tickets to shows and events
- Partnership case study report and/or social media assets illustrating the benefit and impact of support

HOW YOU CAN SUPPORT US

PRINCIPAL PARTNER (OVER £20,000+)

Shape the future of **Transform** festival and position Leeds as a thriving global hub for culture, innovation and inclusivity. As a Principal Partner, you could:

- Sponsor a flagship festival event; bringing bold, ambitious, international performance of scale to the city and promoting the region as an international destination.

You will benefit from:

- All the benefits of a Major Partner, plus the opportunity to be credited on high-visibility commissions and events aligning with your brand, vision and values
- Brand collaborations (such as a specific event or digital content piece designed together in collaboration, for a particular group or target audience)
- Credited recognition and brand placement in printed publications and merchandise (25,000 brochures printed and distributed across the region for **Transform 23**, alongside widespread poster campaign)

GET IN TOUCH



Amanda Piña's Frontera / Border, enlivened a multistorey car park as the sun set for Transform 21-22 – to a ★★★★★ review from The Guardian.
Photo: JMA Photography

If you're interested in supporting **Transform** for **Transform 25** or a future festival, please contact: Ali Ford, Executive Director: ali@transformfestival.org, to begin the conversation.

If you'd like to support, but the menu above isn't quite right – please do reach out and we can work together on a bespoke arrangement.



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