

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
--------	---------	-----------	----------	--------	----------	--------

FEB 2025



03 NE BIC: How to Start a Business @ Online Speak Up for Grassroots Arts @ Theatre Space NE	04 In Your Own Write: Self-Publishing Open-mic Session @ Diego's Joint Calamity Jane @ Sunderland Empire Theatre Shopwatch @ Primark	05 Pubwatch The Longest Johns x El Pony Pisador @ The Fire Station	06 Kendal Mountain Tour '25 @ The Fire Station NE BIC: Creating a Winning Business Plan @ Online Little Pops @ Pop Recs	07 We 3 Colonels @ Live Lounge Wear Red for Red Sky Day Re-Take That @ The Fire Station	08 Cocktail Week Starts Hot Sauce @ Live Lounge Hue & Cry @ The Fire Station Rave to the Grave @ The Point Makers & Bakers Market @ Bridges Shopping Centre	09 British Yorkshire Pudding Day The Jive Aces - Keeping The Show On The Road @ The Fire Station
10 LinkedIn for Good (Social Enterprises) @ Online	11 Here You Come Again - The New Dolly Parton Musical @ Sunderland Empire	12 SAFG vs. Luton Town @ Stadium of Light	13 Little Pops @ Pop Recs Rise for Disability @ Beacon of Light Galentine's Day	14 Four Letter Word @ Live Lounge Valentine's Day The Magic of the Bee Gees @ The Fire Station North Star Amateur Boxing Club Home Show @ The Point	15 SAFC vs. Watford @ Stadium of Light A Tribute to The Carpenters featuring The British Carpenters @ The Fire Station Super Saturday @ Live Lounge	16 Cocktail Week Ends Lunar New Year Event @ Sunnyside Gardens Jan Akkerman @ The Fire Station
17 The Simon & Garfunkel Story @ Sunderland Empire Theatre	18 Drink Wine Day NE BIC: How to Secure your First Customers @ Online	19 Giovanni - The Last Dance @ Sunderland Empire Theatre Fairport Convention @ The Fire Station Curious in Conversation - Selling a Business & Beyond @ Mackies Corner	20 Sunderland Legends @ Sunderland Empire Theatre Kraken Networking @ The Beacon of Light National Youth Folk Ensemble with guests The Melrose Quartet @ The Fire Station	21 Tubesnake @ Live Lounge Sing-Along-A Dirty Dancing @ Sunderland Empire Theatre Sing the Musicals @ The Fire Station	16 The Rock Orchestra by Candlelight @ Sunderland Empire Theatre Tap Factory @ The Fire Station Northumberland & Durham SA Championships @ Aquatic Centre	23 The Magic of Motown @ Sunderland Empire Theatre The Wrong Trousers: Wallace & Gromit live @ The Fire Station Soft Play @ The Bridges Shopping Centre
24 Soft Play @ The Bridges Shopping Centre National Theatre Live: The Importance of Being Earnest @ The Fire Station Football @ Beacon of Light Holiday Club @ Beacon of Light	25 Soft Play @ The Bridges Shopping Centre Football @ Beacon of Light Holiday Club @ Beacon of Light Baking club @ Beacon of Light	26 Soft Play @ The Bridges Shopping Centre City Watch George Lewis @ The Fire Station	27 Soft Play @ The Bridges Shopping Centre The Greatest Star @ The Fire Station Train like a Pro @ Beacon of Light	28 The 280's @ Live Lounge Soft Play @ The Bridges Shopping Centre Killer Couples with Emma Kenny @ Sunderland Empire Theatre Money for Nothing @ The Fire Station		

MARCH 2025



03 The Irish House Party @ The Fire Station Business with Purpose: An introduction to social enterprise, co-ops and charities @ Online	04 Shopwatch @ Primark Pancake Day An Evening with Sir Geoff Hurst @ The Fire Station NetWORK @ Stables Sheepfolds	05 Pubwatch University of Sunderland Open Evening @ City Campus Curious in Conversation - Investment & Startups @ Mackies Corner The Royal Ballet: Swan Lake @ The Fire Station	06 An Evening With Mary Chapin Carpenter, Julie Fowlis and Karine Polwart @ The Fire Station World Book Day Little Pops @ Pop Recs	07 Bootleg Blondie @ The Fire Station	01 A Man & His Music @ The Fire Station St David's Day Merseyside Fight Promotions @ The Point Soft Play @ The Bridges Shopping Centre Makers & Bakers Market @ Bridges Shopping Centre	02 Northumberland & Durham SA Teams Day @ Aquatic Centre Soft Play @ The Bridges Shopping Centre
10 Popcorn Lovers Day	11 SAFG vs. Preston @ Stadium of Light NE BIC: How to Start a Business @ Online Retail Workshop @ Hope Street Xchange	12 An introduction to Funding and Finance for social enterprises @ Online	13 Birmingham Royal Ballet - Cinderella @ Sunderland Empire Theatre Shrek the Musical (University of Sunderland) @ The Fire Station Undr the Cosh Live @ Roker Hotel Ultra MMA @ The Point Little Pops @ Pop Recs	14 Professionals Lunch @ City Bistro Shrek the Musical (University of Sunderland) @ The Fire Station Undr the Cosh Live @ Roker Hotel Ultra MMA @ The Point	15 Restaurant Week Starts Cloudusting @ The Fire Station Chocolate Love Match @ Hotel Chocolat Ultra Boxing @ The Point Threads @ Sunnyside	16 John Williams Film Gala - Royal Philharmonic Orchestra @ Sunderland Empire Theatre Market @ Stables Sheepfolds
17 Ellen Kent: La Traviata @ Sunderland Empire Theatre Carl Hutchinson: Today Years Old @ The Fire Station St Patrick's Day	18 Ellen Kent: Madama Butterfly @ Sunderland Empire Theatre Kraken Networking @ Stables Sheepfolds NE BIC: Managing your Business Finances @ Online	19	20 Horrible Histories @ Sunderland Empire Theatre Legend @ The Fire Station Little Pops @ Pop Recs	21 New Purple Celebration @ The Fire Station Sunnyside Nights @ Sunnyside	22 Sunnyside Food Market @ Sunnyside Gardens Don't Stop Believin' @ The Fire Station	23 Restaurant Week Ends Gara Dillon @ The Fire Station Echobelly @ Pop Recs Viva Dance Competition @ The Point
24	25	26 TINA - The Tina Turner Musical @ Sunderland Empire Theatre GASS Public Lecture: Start & End of Life Care @ Wearside View	27 Lost in Music @ The Fire Station Little Pops @ Pop Recs	28 Red Sky Ball Johnny Cash Roadshow @ The Fire Station	29 UK Rock Show @ The Fire Station SAFC vs. Millwall @ Stadium of Light Chocolate Love Match @ Hotel Chocolat NEKI Championship @ The Point	30 The Dinosaur that Pooped @ The Fire Station Clocks go forward Mother's Day
31 National Theatre Live: Dr Strangelove @ The Fire Station						

APRIL 2025



	01 Shopwatch @ Primark	02 Pubwatch CNTW Research Conference @ Stadium of Light	03 Eddi Reader @ The Fire Station Little Pops @ Pop Recs	04 PLATFORM @ Beacon of Light	05 George Michael vs ABBA Tribute @ The Point Makers & Bakers Market @ Bridges Shopping Centre	06
07 The Royal Opera: Turandot @ The Fire Station	08 An Inspector Calls @ Sunderland Empire Theatre NetWORK @ Stables Sheepfolds	09 National Armed Forces and Emergency Services Event @ Stadium of Light	10 Royal Northern Sinfonia @ The Fire Station Curious in Conversation - People & Culture @ Mackies Corner Chocolate Love Match @ Hotel Chocolat Little Pops @ Pop Recs	11 Imelda May @ The Fire Station	12 Country Hits Live @ The Fire Station SAFC vs. Swansea @ Stadium of Light	13 Seven Drunken Nights - The Story of the Dubliners @ Sunderland Empire Theatre Market @ Stables Sheepfolds
14 Easter Break Hairspray @ Sunderland Empire Theatre	15 Easter Break The Phantoms @ The Fire Station	16 Easter Break The Phantoms @ The Fire Station	17 Easter Break The Craziest Showman @ The Fire Station	18 Easter Break Bank Holiday Good Friday	19 Easter Break Record Store Day @ Hot Rats	20 Easter Break Easter Sunday
21 Easter Break Bank Holiday Easter Monday SAFC vs. Blackburn Rovers @ Stadium of Light	22 Easter Break Chitty Chitty Bang Bang @ Sunderland Empire Theatre	23 City Watch Easter Break St George's Day World Book Night	24 Easter Break	25 Easter Break Sunderland Culture, Sunderland Empire & National Theatre present Public Record @ The Fire Station	26 Sunnyside Food Market @ Sunnyside Gardens Easter Break Sunderland Culture, Sunderland Empire & National Theatre present Public Record @ The Fire Station	27 Easter Break Sunderland Culture, Sunderland Empire & National Theatre present Public Record @ The Fire Station
28 Northern Live - Do I Love You? @ Sunderland Empire Theatre	29 The Prat Pack @ Sunderland Empire Theatre	30 Once More, From the Top! @ Sunderland Empire Theatre GASS Public Lecture: Safeguarding @ Wearside View				

LET'S STAY IN TOUCH...

- [sunderlandexperience](https://www.facebook.com/sunderlandexperience)
- [sunderlandexperience](https://www.instagram.com/sunderlandexperience)
- [sunderlandbid](https://www.linkedin.com/company/sunderlandbid)
- [sunderlandexperience](https://www.tiktok.com/@sunderlandexperience)

sunderlandbid.co.uk

Holiday Inn
AN IHG HOTEL
Sunderland - City Centre

NEW LUNCH TO GO MENU

AVAILABLE NOW!

prontaprint
trusted to deliver, every time.

PRONTAPRINT SUNDERLAND
0191 567 6555

Mowbray Park Centre,
Toward Road, Sunderland SR1 1PT

sales@sunderland.prontaprint.com
www.sunderland.prontaprint.com

BIC

Flexible workspace

From £49 per week

www.ne-bic.co.uk

Be the King of Outdoor Media!

Advertise with **smart outdoor**

smartoutdoor.co.uk

Get instant business gas and electricity quotes & switch ONLINE

switch savvi

a local innovation from **procure smart**

smart vision & communications

Where high quality vision meets effortless business connectivity

- LED Screens
- Business Mobile
- Business Telephony
- Structure Cabling
- Business Broadband
- Smart Surf Wifi

www.smartcommunications.co.uk

ADVERTISE YOUR BUSINESS HERE!

[sunderlandbid](https://www.facebook.com/sunderlandbid)

#HAPPENING INSUNDERLAND