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Sponsorship opportunity for our 30th Year Celebratory Design Exhibition at 50 New Walk

2016 is an important year for Soft Touch Arts, marking our 30th year of giving disadvantaged children and young people a brighter future using arts and creativity as a tool.

We are organising a special multi-media design exhibition with associated public and VIP events to celebrate and to showcase the talents of young people attending our projects.

We have a range of partnership opportunities to sponsor different elements of the exhibition and event programme for local companies who want to show support in making a difference to young lives.

We are negotiating with an icon of British design who started his career in the 80s (at the same time as Soft Touch started) to be a patron for the exhibition and this will bring a high level of media exposure and interest across Leicestershire and beyond.

The exhibition will run from Tuesday 1st - Saturday 26th November 2016
40-100 people per day visit our exhibitions, running Tues-Sat 11-5pm. Each Thursday and Friday during the exhibition we will hold a pop-up café. Our café regularly attracts leaders from the local business community.

In addition we will have the following VIP and public events.

Thurs 3rd November – VIP Private View and celebration event with celebrity and local dignitary speakers with an invitation list drawn from local dignitaries and regional business and academic leaders

Thursday 10th November – Back to the 80s Fundraising Culture Night. Remember those 80s hairstyles, fashion, make-up and music? – a special public event with opportunities for local businesses to get involved and promote their services.

Thursday 17th November – 80s Fine Dining & Music Evening. Opportunities for table and hospitality sponsorship and for a local restaurant to partner in delivering the catering.

Sponsorship Options:

£2000 – Exhibition Area Sponsors x 3 This will cover the costs of bringing in artists to work with young people, framing and hanging work for the fashion, print, digital projection and art exhibition areas.

£1000 – Community Workshop Sponsors x 2 During the exhibition we will have weekly open public art and design workshops to create tiles to decorate the giant 3D 30 letters which will be sited at the front of our building.

80s Fine Dining & Music Evening - Opportunities for table sponsorship – book a table of 10 for £500 or sponsor the whole evening for 60 guests with a £1000 contribution towards costs.

£1000 - PR & Promotion Sponsor– help us market our exhibition and associated events and have your name and logo associated with all publicity, press, posters, exhibition banners and exhibition brochure.

Benefits:

-Logos on all publicity, joint PR & press releases, including large banner advertising exhibition on the front railings of 50 New Walk with your logo in a prominent position (Hundreds of people walk past our front gates each day)

- invitations for clients/staff to Private View and other events – our gallery holds up to 120 people

-Coverage on our social media platforms and tags for your own requested twitter feeds.

-Introduction and information about your company in the exhibition brochure

-Your business introduced to a new audience. Our exhibitions attract 40-100 people each day and more if we have a pop-up café, associated workshop or evening event

-Opportunity to feature in Leicester Mercury and other local press articles through joint PR and press releases.

Prints sold from the exhibition will have an accompanying booklet with sponsors logos and information. Funds generated from sales will be re-invested in future exhibition and design projects with disadvantaged young people.

We have an extensive mailing list of local dignitaries, business, academic and public sector leaders that attend our exhibition private views and events. Invitations will be sent to our list, and our event sponsors will be able to invite as many of their own guests as they would like.

For further information, Please contact Christina Wigmore, Director, Soft Touch Arts – chris@soft-touch.org.uk 0116 2552592

