

MERGEFEST

October 2022



Sponsorship Opportunities

Jumpstart Creativity
in Redbridge





What Is MERGE?

- Welcome all, dreamers of all ages, step right up to the most fabulous, spectacular and exciting performance art festival you have ever seen! At Art Clubbers we are always on the mission to bring new and innovative talent to the forefront to bring the world a new generation of creative thinkers, makers and doers.
- October 2022 will see the launch of MERGE Festival, an exciting celebration filled with dancers, poets, artists and the obscure for your local community to enjoy. We are handing the stage over to up-coming talent from the London Borough of Redbridge to show off their mind-blowing talents to yours truly.
- To ensure we deliver MERGE FEST to the highest standard, we are on the lookout for innovative businesses with a similar vision and values to help us make this possible. The package we have put together ensures that your brand will be at the forefront of the very first creative festival to take place in Ilford whilst providing a captive audience to showcase your brand in a town which houses over 160,000 residents and is only 25 minutes from Central London.

Who Are We?

We are community interest arts organisation led by young working adults of diverse ethnic minority, LGBTQ+ and creative backgrounds. Art Clubbers is focused on inclusivity and bringing different communities together through bespoke, extensive arts and cultural programmes across public, private and third sectors.

We believe our platform and diversity helps us to be more representative, relatable and welcoming to other young creatives from different backgrounds to access the creative industries.

Our core values allow us to authentically occupy the creative and cultural sectors as we continue to mould our offers in unique and innovative ways through partnerships.

CORE VALUES

-  **EMPOWER**
To champion emerging talent through confidence and leadership.
-  **DIVERSIFY**
To celebrate different ideas, strengths, interests, and walks of life.
-  **ONE**
To act as one supportive creative community with a shared goal.



Why We Need You!

By supporting us, individuals will gain the necessary experiences for their creative portfolios and be connected to other key organisations and a community of like-minded creatives. Also, by increasing local artistic and cultural activity you will help drive footfall and dwell time within the area and town centres. This will then encourage localised economic growth and accessibility to cultural capital in an area where large portion of the demographic is considered to be from low socio-economic backgrounds.



- We pride ourselves in supporting your CSR or philanthropic needs. Not only do you receive access to our expertise in bridging communities using art and culture but you will help us contribute in supporting budding creatives who are underrepresented within the creative and cultural sectors. We'll also oversee and manage a whole project from start to finish - from research to recruitment to delivering and evaluation.
- You will be able to pride yourselves in helping bring the community of Redbridge together and inspiring the next generation of thinkers and doers!

Sponsorship Opportunities

The Headline Partner package is designed to offer your brand maximum exposure before, during and after each event at the festival. The sponsor will receive prime branding and placement on all marketing materials and throughout the venue.

Being an official Drinks Partner would provide to over 160,000 Ilford residents throughout the festival and achieve visibility before, during, and after each showing.

Becoming a Community Friend will mean having visible branding in all pre and post event promotional materials, on décor around the venue, and projected onto screens before & during the festival.

We want to collaborate with organisations that believe in championing young creatives in their professional careers and support inclusivity and diversity in the sectors. By partnering with us you will have exclusive access to our talent pool, the chance to network with a diverse range of people and industries, as well as plenty of branding, marketing, PR and social media opportunities.



Benefits	Headline Sponsor	Drinks Sponsor	Community Friend	Bespoke
Visible branding pre, during and post festival including on décor and screens.	★	★	★	?
Logo acknowledgement on social media channels and all marketing materials including newsletters and emails	★	★	★	?
Logo acknowledgement on our website	★	★	★	?
Sponsorship of all digital content and PR opportunities in relation to the fundraising campaign	★	★	★	?
Logo placement on banners and screens throughout the festival	★	★	★	?
Networking opportunities with other companies and organisations in the community and greater London, as well as opportunities to network with the diverse range of local talent	★	★		?
Providing 160,000+ Ilford residents with your product	★	★		?
Maximum brand exposure throughout the festival including the lead-up and post festival. Prime brand placement including on stages, stalls, banners, screens, etc.	★			?
Official partner sticker pack and pins that attendees will be able to keep when they go to the festival	★	★		?
Inclusion on marketing assets and communication in relation to competition and street art workshops	★			?
Tickets to the festival for up to 10 members from your business to attend, including discounted food and drink tokens	★	★		
*Community Friend pack includes an Art Clubbers monthly newsletter subscription in the build up to the festival and an exclusive Art Clubbers sticker pack to show you're supporting the project			★	

What That Looks Like

We can also offer Bespoke Packages that can be specifically tailored to one or many of the following:

- Alignment with other social enterprises and access to a diverse pool of young creative talent.
- Inclusion on marketing assets and communication in relation to competition and street art workshops.
- Sponsorship of all digital content and PR opportunities in relation to the fundraising campaign.
- Sponsor's Name/Company name printed on marketing materials.
- A banner add on our website with a link to your website.
- Sponsor's logo/name included in our newsletter.
- Sponsor's website address printed in emails.



Why We're Unique

At Art Clubbers we approach all our opportunities as a selective recruiter rather than a competitive one. Under the Equality Act 2010, we use a positive action scheme to develop people from underrepresented or disadvantaged groups to gain skills which will enable them to better compete with others, and help widen our talent pool.

We create opportunities to support budding creatives from marginalised communities including:

- ❑ Black, Asian and people of colour
- ❑ Womxn (including gender non conforming and trans)
- ❑ People with disabilities, including mental health issues, long-term health issues or learning disabilities
- ❑ Gypsies and Travellers
- ❑ Homeless
- ❑ LGBTQIA+
- ❑ People without qualifications
- ❑ Unemployed/low waged
- ❑ Working class people

- We work closely and remain in contact with all creatives we've worked with. Notifying them first hand of all opportunities that arise. We offer a range of opportunities and experiences that suit their portfolio preferences and most importantly, general support and understanding as a group of young creatives ourselves.
- Utilising arts and culture, we aim to create hubs for local enterprises, an inviting place to live and an area bustling with rich culture and leisure. Our projects will seek to change the perception of art by packaging it in an accessible manner and readily available on their doorstep.



Let's jumpstart creativity in Redbridge!

We'd like to say a big thank you to the following companies who have supported us so far:



If you are interested in partnering with us or learning more, we would love to hear from you!

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