

## **Plymouth Art Weekender 2017**

Established in 2015, Plymouth Art Weekender (PAW) is fast becoming a landmark event in the city's annual calendar, delivering ambitious events, exhibitions, screenings, performances and workshops, that draw live audiences in excess of 17,000.

The Weekender confidently celebrates Plymouth, its people and the visual arts, promoting the city as an exciting cultural destination.

PAW showcases a diverse range of activity for all ages throughout the city led by local, national and international artists.

PAW is initiated and organised by Visual Arts Plymouth, a voluntary group of local artists, curators and producers dedicated to growing the city's cultural profile and is an opportunity for the city's community to get creative.

### **Why support PAW?**

Plymouth Art Weekender showcases the breadth of talent living and working around Plymouth by bringing visitors to the city, promoting local business to far flung cultural & tourist audiences with disposable incomes. As well as engaging local audiences with some of the exciting and nationally relevant work being produced in Plymouth.

We estimate the festival will benefit from a live audience of 18,000 with an online and print media reach of 250,000+.

### **What Plymouth Art Weekender can achieve with your help**

1. Celebrate and promote Plymouth as a cultural city
2. Activate and inspire young people
3. Get artists and businesses working together across the city
4. Support the amazing community of volunteers that make the Weekender a reality
5. Encourage visitors to Plymouth
6. Connect local, national & international art

### **Sponsorship**

We have a number of sponsor opportunities available and would be happy to discuss different forms of sponsorship whether cash or in kind, tailoring packages so you get the most from your support.

Cash sponsorship can be used to support specific areas of the Weekender, from artist commissions to community workshops.

In kind options could include support with materials, food and drink sponsorship, printing costs, marketing support, cross city travel or supporting members of the local community to access events.

If you would like more information, or make suggestions then please contact PAW Coordinators Rosie and Cat at [plymouthartweekender@gmail.com](mailto:plymouthartweekender@gmail.com)



# Plymouth Art Weekender

## Sponsorship Packages

### **£3000 + The Commissioner**

Sponsor a local artist to make a new work specifically for Plymouth at either the 2017 or 2018 festival; meet the artists and experience the audience reaction as the new work goes live at PAW

- Be credited in dedicated press releases and featured as a festival sponsor across print and web advertising
- Your logo in the PAW programme online and in print
- Thank you shout outs featuring your business' connection to the festival on facebook and twitter
- Option of banner or logo representation at relevant festival venue

### **£1500 + The Community Champion**

Become a key sponsor of the PAW outreach programme supporting our team to deliver free workshops, talks and events to help open up the benefits of the community.

- Your logo in the PAW programme online and in print
- ½ page advert in the print programme
- Listed as a festival sponsor across print and web advertising
- Thank you shout outs featuring your business' connection to the festival on facebook and twitter

### **£1000 + The Team Builder**

Support PAW's volunteer team to learn new skills and be recognised for their community dedication.

- Listed as a festival sponsor across print and web advertising
- ½ page advert in the print programme
- Thank you shout out featuring your business' connection to the festival on facebook and twitter

### **£500 + The Seed Funder**

Contribute to our seed funding scheme for artist led projects, helping to foster amazing local talent and supporting the voluntary contributions of artists to the Weekender.

- Your business included in the print & online listings
- A thank you shout out featuring your business' connection to the festival on facebook and twitter
- Inclusion of your business in the visit section of the PAW website (7k+ website visitors in Sept 2016)

### **£250 + The Activator**

Fund one free, community, workshop at PAW 2017

- Inclusion of your business in the visit section of the PAW website (7k+ website visitors in Sept 2016)
- A thank you shout out featuring your business' connection to the festival on facebook and twitter

### **£50 + The Initiator**

Become part of the PAW community - even the smallest donations make a difference,

- A thank you shout out on social media

If you are interested in becoming a sponsor please contact the PAW Coordinators:

**Rosie and Cat - [plymouthartweekender@gmail.com](mailto:plymouthartweekender@gmail.com)**