

GRoW



SAT 27 & SUN 28 JULY 2019

FESTIVAL



In partnership
with

The Core
at Corby Cube

Sponsorship proposal



About Made in Corby

Made in Corby is a community-led arts programme which produces events and activities designed to surprise, delight and inspire local people. The programme aims to inspire more local Corby people than ever before to take the lead in experiencing, creating and taking part in high-quality arts and cultural activities. Made in Corby does not have a programme of specific regular activities, instead we deliver community focused events and activity that respond to the needs of Corby and its people.

“A great thing for Corby and the people of our town” Audience member

All decisions are made through real and genuine partnership between Corby’s communities, artists, and arts and voluntary organisations. We are ambitious, bringing the best local, national and international artists to make work with, for and in Corby’s communities. We invest in Corby, its people and its skills – making Corby, and all its communities, stronger, more creative and more confident.

“Made in Corby is an exciting organisation that recognises and draws inspiration from the identity and reputation of Corby” Northamptonshire Chamber

Great cultural experiences bring communities together but also have a bigger impact on local areas, on people and their families. Made in Corby aim to make a lasting change in communities; we are increasing the number of people inspired by the arts, as well as helping them to develop skills, and grow ambition and creativity in their neighbourhoods.

About The Core

The Core at Corby Cube is a socially enterprising arts venue serving the communities of Corby and reaching out across the East Midlands.

“There is so much sound thinking behind The Core in architectural, theatrical and social terms. Just ask anyone who lives in Corby” The Stage

As a registered charity, we believe in arts for all, and are dedicated not only to entertaining people but to supporting the local community, fostering talent and developing skills for life through theatre, comedy, digital arts, and dance.

We are passionate about enriching the cultural life of our community and continue to place huge importance on our Education and Outreach programme connecting with people from across Corby, with a particularly strong focus on children, young people and families. We have built a national reputation for our innovative approach in ensuring that young people from all backgrounds can access our high quality programme.

We strongly believe in supporting our community across generations which is why we also invest in local events and volunteer opportunities ,however we rely on the support of generous donors, local businesses, and individuals to enable us to deliver life changing work in the community.

“There are few better examples of the belief that the arts can help to regenerate urban centres than the opening of The Core at Corby Cube, a multi-use cultural centre in the Northamptonshire town of Corby” Financial Times



Grow Festival is an annual outdoor arts festival taking place in Corby on Saturday 27 and Sunday 28 July 2019. The festival is commissioned by Made in Corby and co-produced by The Core at Corby Cube. Inspired by the theme of food, the festival will animate Corby's town centre with performances, experiences and workshops throughout the weekend.

It is the second of a series of three annual outdoor festivals commissioned by Made in Corby as part of The Creative People And Places programme funded by Arts Council England through the National Lottery. As Corby is one of the fastest growing boroughs outside of London, the festivals are aptly inspired by themes of water, light and food – all essential ingredients for growth.

Grow Festival is predominantly free to attend but, of course, it's far from free to produce. We are a registered charity and a year-round operation that relies on public funding and the generosity of our audiences and sponsors.

We need to raise £50,000 on top of our annual funding grants to make each festival happen; so if you love Grow Festival, help us keep it free by joining our family of supporters.

Grow Festival 2018



The 2018 festival contained over 55 different acts/installations and attracted around 15,000 people.

Watch the *Grow Festival 2018* short film at www.youtube.com/watch?v=0ArnfXHHn5M

Grow Festival 2018 in numbers

15,000+ attendees

28,144 *Grow Festival 2018* trailer views

85 volunteers, offering a total of **691** volunteer hours

189 *Grow Festival* app downloads

352 monitoring survey responses

55 acts and installations

1250 visits to the Anglian Water Zone

61 events

1518 young people engaged in pre-festival activities

Featured on multiple media channels including BBC Look East, Corby Telegraph, Corby Radio and BBC Radio Northampton

How can you get involved?



The Core
at Corby Cube



Grow Festival 2019 is an amazing opportunity to help celebrate Corby and its communities. Why not get a little closer to the festival and join our family of supporters?

- Align your brand with world class arts and artists in Corby
- Support Corby's economic growth
- Contribute to and sustain the culture of the town
- Reach new customers
- Support the local communities well being, happier communities mean healthier communities
- Inspire your workforce with new opportunities
- Create positive publicity and heighten the visibility of your business

Whether you are looking to inspire your employees, target new audiences or give back to the local community – all whilst supporting a local charity – our sponsorship packages are designed for businesses keen to support free access to extraordinary arts for everyone whilst enjoying a range of benefits and exclusive opportunities.

There are different levels of sponsorship available, each tailored to help your business reach the right audience.

Banquet

Headline Sponsor (£8k)



The Core

at Corby Cube



As headline sponsor for *Grow Festival 2019* your business will have the unique opportunity to get involved in the festival programme; contributing to activities and special events. Made in Corby will work with your business to develop a bespoke benefits package including:

- Inclusion in all festival related press releases, including a dedicated press release announcing your support of the festival
- Branding opportunities across the town centre over the festival weekend
- Invitation to VIP festival launch and opportunity to speak
- Opportunities to bring your own activities to the festival weekend
- One question on all audience demographic monitoring and access to all anonymised audience demographics

The headline sponsor for *Grow Festival 2018* was Anglian Water. Their bespoke package included their 'Mike Drop' mascot featuring in the festival's augmented reality app and visiting schools assemblies in the run up to the festival. They hosted games and interactive activities across the festival sites and were a prominent feature on the *Grow Festival's* social media platforms before and during the weekend.





On Saturday, the town centre will host music, dance, interactive installations, walkabout acts and performances for all the family. Children and their families can get creative with craft workshops throughout the day outside the Corby Cube, making food themed objects for a lively and colourful parade through the town centre at 5pm.

- Inclusion in all festival related press releases
- Acknowledgement on Grow 2019 publicity materials with logo and/or 'sponsored by ...'
- Pre-agreed schedule of posts on social media and feature in the Made in Corby e-newsletter
- Branding opportunities across sponsored area
- Opportunities to provide your own activities within sponsored area
- Invitation to VIP festival launch event
- Access to all anonymised audience demographics
- Bronze level Business Club membership at The Core at Corby Cube

In 2018 the People's Stage, in James Ashworth VC square, was sponsored by All About Family, Northamptonshire's foremost publication for primary schools and young children. All About Family placed vinyl banners and flags around the People's Stage and gave out copies of the magazine to attendees and performers, reaching over 4,000 people.



Feast

Sunday Community Feast Sponsor (£3k)



The Core
at Corby Cube



What do you get if you combine an army of local growers, three outdoor kitchens, one fantastic theatre company, a town's worth of creative talent and over 600 hungry Corby residents? Why, you get the *Grow Festival Community Feast* of course. This event will be huge celebration of fun, family, friends and food. As the Community Feast sponsor you will receive:

- Inclusion in all festival related press releases
- Acknowledgement on *Grow Festival 2019* publicity materials with logo and/or 'sponsored by ...'
- Pre-agreed schedule of posts on social media and feature in the Made in Corby e-newsletter
- Branding opportunities across sponsored area
- Opportunities to provide your own activities within sponsored area
- Invitation to VIP festival launch event
- Access to all anonymised audience demographics
- Bronze level Business Club membership at The Core at Corby Cube

Meal Deal

Bespoke Sponsor (£1k)



The Core
at Corby Cube



Are you looking for a different way to sponsor Grow festival 2019? A meal deal sponsor will work with our Grow sponsorship team to create a bespoke package that works for your business, as well as include the following:

- Logo and/or 'sponsored by ...' acknowledgement on *Grow Festival 2019* publicity materials
- Pre-agreed schedule of posts on social media and feature in the Made in Corby e-newsletter
- Invitation to VIP festival launch event
- Access to all anonymised audience demographics
- Bronze level Business Club membership at The Core at Corby Cube



Made in Corby are looking for a town centre based bar, café or restaurant to become the official ‘green room’ for *Grow Festival 2019*. The relationship will include an array of benefits including:

- Acknowledgement on *Grow Festival 2019* publicity materials with logo and/or ‘business name, *Grow Festival 2019* bar’
- Pre-agreed schedule of posts on social media presence and feature in the Made in Corby e-newsletter
- Invitation to the VIP festival launch event
- Access to all anonymised audience demographics
- Significant increase in covers over the weekend, with all artists and performers using your business as their main source for refreshments

The festival bar for *Grow 2018* was Corby’s premier Greek restaurant, Olive. Over the festival Olive hosted the artists welcome dinner and the festival’s VIP afternoon tea event, acted as the green room for the festival team and performers throughout the weekend, offered *Grow Festival* audiences a range of discounts and special menu items and even sold the *Grow Festival* cocktail, the GROWjito!



Snack Size Package (£250)



The Core
at Corby Cube



Just like our 2018 festival, *Grow Festival 2019* will also bring a range of fun, surprising and inspiring walkabout activities to Corby's town centre, including food-themed performances and cookery classes. Made in Corby are looking for small scale businesses to sponsor a walkabout activity; these are ambulant and can be placed anywhere in the town, so provide a great opportunity to increase footfall outside your town-centre location. Our Snack Size sponsors will receive:

- Business logo on the sponsors page of the festival brochure
- 'Supported by' acknowledgement next to your act in the *Grow Festival 2019* brochure and on-line listings
- Pre-agreed schedule of posts on social media presence and feature in the Made in Corby e-newsletter
- Access to all anonymised audience demographics



Grow Festival Corby

Sat 27 & Sun 28 July 2019

To talk about joining our family of supporters or to discuss any of the packages, please contact:

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