

BOURNEMOUTH ARTS BY THE SEA FESTIVAL

PLASTIC BEACH

14 - 21 OCTOBER



SPONSORSHIP OPPORTUNITIES



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

artsbythesea.co.uk



artsbythesea



EVENT

“THE BOURNEMOUTH ARTS BY THE SEA FESTIVAL WAS A DELIGHT AND THE FIERS A CHEVAL
SPECTACLE WAS SIMPLY STUNNING. WE’LL BE BACK.”

BBC 6 MUSIC-GIDEON COE



Bournemouth Arts By The Sea Festival is an ambitious and contemporary festival of combined arts. Our mission is to programme a week-long offering of exceptional events, combining high-impact outdoor spectacles with world music, theatre shows, light art and digital installations. The eight-day 2016 programme was packed full of inspiring events for the culturally curious; over 80 performances and events were enjoyed by 110,000 festival-goers made up of a diverse mix of visitors and residents. Funded by Bournemouth Borough Council and Arts Council England, supported by many partnerships with local cultural organisations, businesses and educational institutions, Arts by the Sea 2017 will build on a successful 6-year track record bringing together regional, national and international-profile artists in unique spaces providing stunning natural backdrops for installation and performance art.





**“A MIND-BLOWING SPECTACLE OF THE ARTS
IS ABOUT TO START”**

THE DAILY ECHO, PATRICK GOUGH



Our theme in 2017 is Plastic Beach. We have a renewed focus on our own environmental practices and aim to use our marketing and festival programme to spread the word about environmental issues. Our audience is already varied and diverse and this year we have a renewed focus on inclusivity, accessibility and engaging with children and young people. We will be supporting artists in the development of new work with our commissions programme, supporting emerging artists through our Fringe platform and providing opportunities through our new volunteers scheme.

AUDIENCE ENGAGEMENT

A wide-angle photograph of a large outdoor festival at night. In the foreground, a dense crowd of people is seen from behind, looking towards a stage. On the stage, several performers are visible, and a large burst of white pyrotechnics or fireworks is exploding in the center. To the left, a person in a red outfit is standing on a tall metal scaffolding structure. The background shows a dark sky and some distant lights.

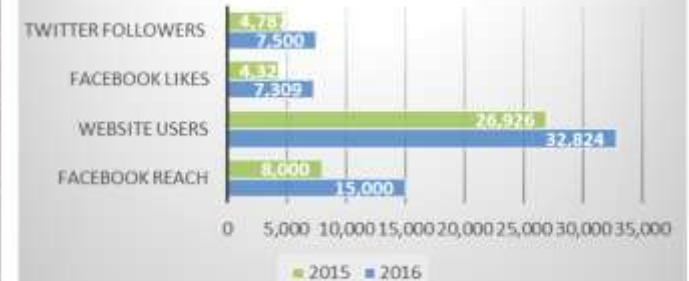
Digital and footfall data demonstrates a clear trajectory of growth and increasing demand for the Arts by the Sea festival. In the space of 3 years, visitor numbers have grown by approximately 25%. The economic impact is on the rise, press coverage has more than doubled in a year, website hits have increased by 19% and digital followings have grown by a combined average of 96% across social media platforms. Based on existing data, the Arts by the Sea festival and you as a sponsor are expected to engage with an audience of over 130,000 in 2017.

AUDIENCE GROWTH

Audience Demographic



Digital Growth



Footfall and Press Coverage



Estimated Economic Impact





Sponsorship

The 2017 Arts by the Sea Festival, from 14th to 21st October, will open with a spectacular feast of indoor and outdoor events running into the night, setting the pace for the 8-day festival in which we will experience a host of exciting new cultural events in Bournemouth. This is a unique opportunity to **partner one of the UK's leading arts festivals.**

Regarded as one of the best in the country this stand-alone public event is the perfect platform to market your message to thousands of customers both existing and potential.

Becoming a sponsor is an exclusive membership and will allow you to benefit fully from a very high profile association and special relationship with the Bournemouth Arts by the Sea Festival.



SPONSORSHIP OPPORTUNITIES

Arts by the Sea offers you a range of sponsorship opportunities which can be tailored to your organisation and budget. Examples include:

Festival Headliner

Be associated with the Arts by the Sea Festival as our headline sponsor.

Opening spectacular

With audiences reaching approximately 2,500.

Closing spectacular

With audiences reaching approximately 2,500. This event will also have a community parade element.

Support a specific performance.

In 2016 our festival hosted over 80 performances from theatre, music, comedy, dance, spoken word, workshops and a parade. Contact us to find out about our 2017 programme and choose a performance to sponsor that **fits your organisation. Have a look at the 2016 What's On Guide** on our website for inspiration!

Sponsor our Bandstand

The festival will be hosting a world music programme on the bandstand in the beautiful Lower Gardens.

Support our Associate Artists Scheme

Arts by the Sea provides £3,000 to a chosen artist to use towards research and development of new work and offers a performance platform at the festival. Sponsor **this scheme and work with us to select next year's artist.**

Sponsor the Fringe Festival

In answer to the growing demand from local and emerging artists for a performance platform, Arts by the Sea has launched a Fringe Festival. Help us provide funds for the development of new work, mentoring with professional artists and performance opportunities at the festival.

Help our Volunteers

In 2017 we are launching a new volunteers scheme with long and short term opportunities to work with the festival team, learn new skills and make new contacts and friends. We need a sponsor to provide new festival uniform and keep our wonderful volunteers fed and watered during festival week.



A background image showing children at an event. On the left, a girl with blonde hair is looking down. On the right, a girl with blonde hair is wearing a red Minnie Mouse headband. In the foreground, a hand is holding a paintbrush over a palette of colors (red, yellow, blue, black) on a table.

Sponsor one of our Community Engagement Projects:

Salvage Our Seas (SOS)

Designed to draw attention to our theme and the impact plastics have on marine life, local artists will create interactive learning workshops and three permanent art installations using recycled materials.

Light Up Shipp Lane

Working with a local artist we aim to create a permanent solar powered light art installation in Lower Gardens.

Litterbugs

Working with local film company Treehouse Digital, we're bringing their award-winning film and workshop Litterbugs to seven local schools which will be followed by an exhibition of their work, a showing of the film and a workshop within the festival.

Environmental Cinema Night

Designed to make local residents more aware of climate change and the impact the synthetic quality of **modern life has made on our world we'll be showing a series of environmental films** paired with an associated talks programme.

The Umbrella Project

A choreographed collaboration between professionals and local people using LED umbrellas accompanied by the voices of local choirs. The project is accessible and adaptable whether participants have experience or no experience are young and old, disabled or non-disabled.

Sponsors are invited to make a contribution to commissions, performances and engagement opportunities throughout the festival.

Packages can be tailored to your organisation and budget:

Distribution of printed material

40,000 hard-copy festival brochures, 10,000 fliers and digital brochure available on the official festival website.

Official website

Company logo on the 'supporters' page of the official festival website including hyperlink on artsbythesea.co.uk.

Online activity

Online festival PR including video production, social media and database e-shots to an email database of 3,000 people and 15,000 social media followers including Facebook and Twitter.

PR and advertising activity

Press release announcing our partnership targeted at local, regional and national media.

BENEFITS

Arts by the Sea can also offer you on-site festival branding including:

- Branding and literature opportunities available at festival events.
- Product placement and promotion opportunities.
- Logos on event specific collateral.

We can also offer :

- Artist-led workshops within your organisation.
- Participation in festival events for your staff.

Contact

For more information on Bournemouth Arts by the Sea and the associated partnership opportunities please contact Andrea Francis:



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