



ArtReach Business Club

**Delivering business impact through association
with our ground breaking cultural programme**

ArtReach®

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About ArtReach

ArtReach is an internationally renowned contemporary arts development agency. Our varied portfolio includes the creation and delivery of rich and vibrant artistic festivals, the scoping and delivery of major capital projects, curation of public art services and organisational development for a wide range of clients in the cultural sector.

Our annual festival programme celebrates and explores the values of freedom through a rich portfolio of projects which showcase and celebrate the talent of a wide range of artists from around the world. Our events, which incorporate visual art, film, music, theatre and dance, animate public spaces across the UK, and aim to inspire, surprise and delight our audiences, spanning the generations.

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Journeys Festival International

In August 2016, we will launch *Journeys Festival International* (JFI), which will run annually for the next 3 years in Leicester, Manchester and Portsmouth city centres and neighbourhoods.

The Festival is rooted in the desire to provide inspirational creative opportunities for audiences of all ages through a ground breaking programme which showcases the world class artwork, music, creativity, culture and experiences that local, national and international refugee artists bring to the UK.

In each location, *Journeys Festival International* will combine live music, hands-on artist-led workshops, theatre, performance, film, discussion, exhibitions and pop-up events to create a vibrant and engaging programme, with up to 10 days of focused activity, supplemented by exhibitions and projects throughout the year.



-  @JourneysFest
-  www.journeysfestival.com
-  @JourneysFest
-  #JourneysFest



I think that this festival is absolutely brilliant and I am particularly pleased that when celebrating Leicester that we have a chance to celebrate those people who have ended their journey here in Leicester, made Leicester their home and brought so much to Leicester and enriched so much of Leicester's life.

Sir Peter Soulsby
Leicester City Mayor

ArtReach engages a diverse portfolio of world class artists to create *Journeys Festival International*. Supporting JFI offers an opportunity to align your business with a unique community event, whilst also providing a platform for refugee artists to share and develop their work. This can be transformational for the individuals involved and the wider arts community.

Funds raised through JFI also enable us to work closely with local organisations (such as *Soft Touch* and *After18*) and national charities (such as *City of Sanctuary*, *Red Cross* and *Community Arts North West*) to provide opportunities for their service users and volunteers to gain tangible experience and actively participate in our work.

Supporters of JFI achieve far-reaching positive impact in their local communities and further afield.



What an amazing festival! Listening to the music of other people who have been through things we can't even imagine, and seeing their joy at the audience's pleasure... Awesome!

Katrina Finney
Audience Member

ArtReach Business Club

ArtReach is delighted to offer membership of our Business Club. An association with our distinctive programme offers a flexible blend of business profile, staff engagement and hospitality opportunities, whilst also making a valuable contribution to key moments in the ArtReach calendar. There is a range of opportunities around which membership of the Business Club can be developed.

Opportunities

We pride ourselves on working with business supporters to develop individually tailored opportunities which deliver positive business impact whilst making a tangible contribution to the local community and the artists with whom we work.



Opportunities for support include:

Festival Patron from **£3,500**+vat

Enjoy a wide range of benefits across the Festival programme and during the year, including brand alignment, client hospitality and staff volunteering.

Community Catalyst from **£2,000**+vat

We have an exciting array of innovative projects, all with a focus on providing opportunities for diverse communities to engage both with each other and with exceptional, inspiring art. The associated benefits package can include active involvement in project delivery through staff engagement, branding and client engagement opportunities.

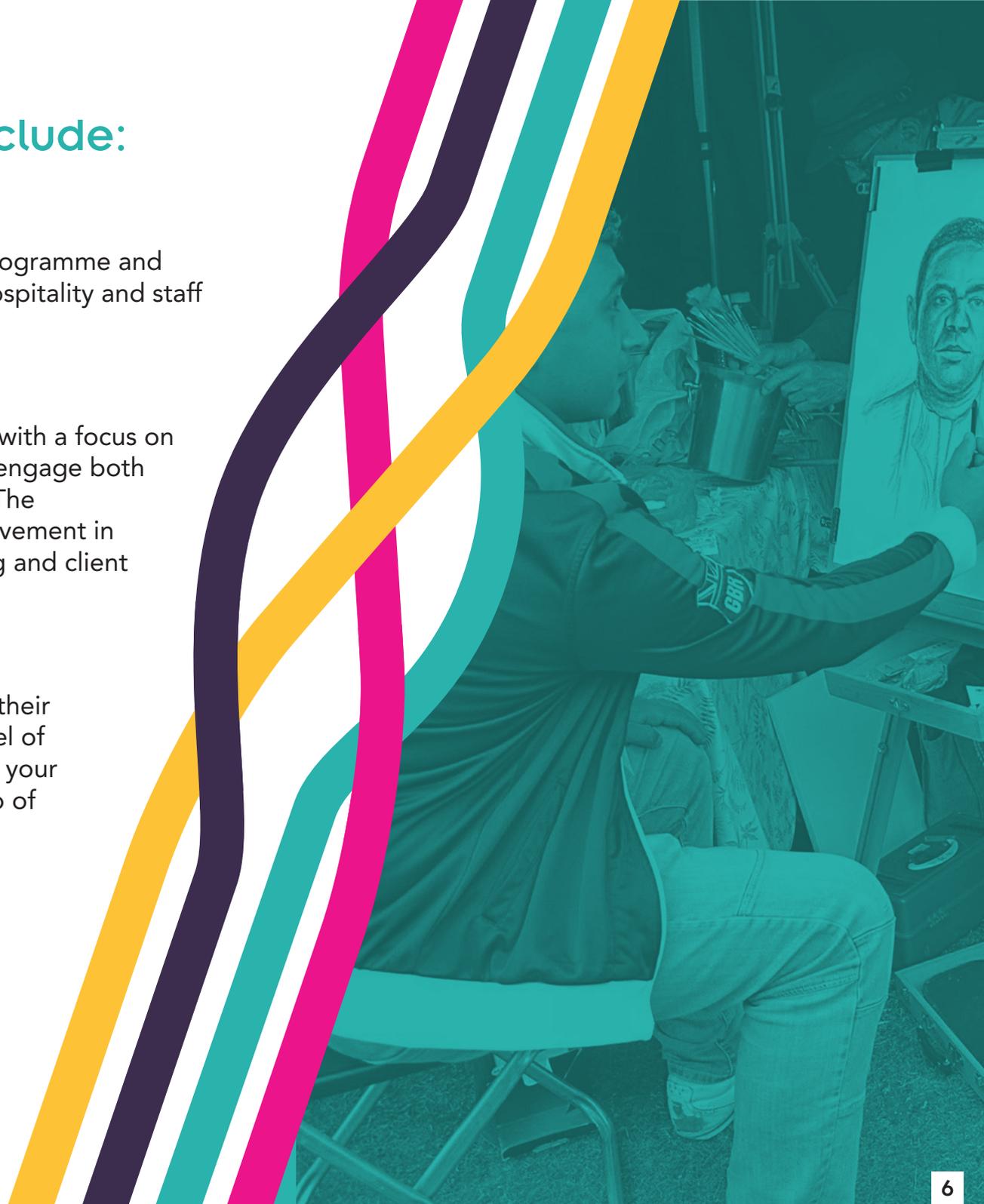
Talent Champion from **£750**+vat

Benefit from an association with a named artist and their performance within the festival, with the option (level of support dependent) to develop a private event with your supported artist and also include a broader portfolio of brand, client and staff engagement opportunities.



**JOURNEYS
FESTIVAL
INTERNATIONAL**

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Benefiting Your Business

Key Benefits

The benefits outlined below highlight the full range of benefits available. These are flexible and will be tailored in line with the level of support.

Corporate Profile

Plans for this year's festival are already attracting considerable local and national media attention. As a member of the Business Club, you will be credited and highlighted as a supporter at the appropriate level in key media - specifically through our website, social media and printed materials. The list below highlights areas where branding and marketing is possible

- Logo placement and company profile (with hyperlink) on the ArtReach and *Journeys Festival International* websites (previous events achieved 10,000+ website hits in the lead up to the event)
- Logo placement on printed materials - posters, flyers and event programme (anticipated reach 50,000)



Corporate Profile (continued)

- Logo placement on Festival branding - banners and site boards (projected audience 100,000)
- Social media presence - scheduled Tweets, Facebook posts and Instagram tags (over 2,500 active followers across these platforms, with numbers anticipated to rise significantly over the coming months)
- Artist support - compere to thank and name check the company supporting a specific artist when introducing them onstage
- Artist support - thanks given to company on any promotional material in reference to the supported artist

Press and PR

- Credit in launch press releases and relevant subsequent activity
- Individual Press Release to celebrate the partnership
- News story on *Journeys Festival International* website

This list is not exhaustive and other opportunities can be explored



Business Networking

Membership of the Business Club guarantees access to at least 2 business networking events during the year, which are also perfectly suited for entertaining key clients. Each event features a spotlight performance from a Journeys Festival International Artist.

Hospitality

In addition to the business networking events, there are opportunities for client engagement at key moments in the calendar and ArtReach would be happy to discuss this with you to develop this as part of your Business Club membership.

Employee Involvement

There are numerous opportunities for your staff to get involved in our projects - to gain new experiences and engage in a creative, diverse event. This may be through volunteering or supporting workshops/drop-in sessions with our partner charities. We have found that volunteers involved in our events have benefited significantly from their own personal development whilst also feeling more deeply rooted in their local community.



Journeys Festival International: A Snapshot

At each full Journeys Festival International event we have:

- A **live music** stage - showcasing diverse musicians, spoken word acts and poets
- **Pop-Up** performances (theatre, dance and live art)
- Free hands-on, artist-led workshops
- Array of visual artist exhibitions, including our exceptional **Look Up** initiative (a high visibility gallery of artwork printed to huge scale and 'pasted up' in high profile, high up locations across the city)
- **Coffee Shop Conversations** - a programme of informal discussions inviting an interesting refugee artist to talk about their work/experiences, chaired by a sector expert and held in a coffee shop with complimentary coffee and cake for all attending
- **The Kite Project** - innovative technology which enables interactive virtual kite flying across specially designed landscapes from countries which have a significant kite culture and have experienced high levels of dispersal

A photograph of a man with dark hair and a beard, wearing a dark jacket and a gold necklace, playing a didgeridoo into a microphone. The image is partially obscured by colorful, abstract, wavy lines in shades of purple, yellow, teal, and pink that sweep across the page from the bottom left towards the top right.

What a wonderful idea. Bringing people together to appreciate each other and share their experiences, ideas and skills too. Lovely tea and cake as well! I hope it continues.

Colleen Malloy
National City of Sanctuary

Why get involved?

Journeys Festival International advocates exceptional talent from underrepresented artists. We help to tackle misconceptions and present a positive platform for exciting, diverse performers and artists, across all disciplines.

Through your support we can provide opportunities for talented, inspirational refugee and asylum seekers artists to share their capabilities and celebrate creativity without the need for politics, labelling or token grand gestures. With your support we can empower and enable artists to represent themselves at an innovative Festival, conceived with exactly that intention in mind.

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What people say about us and our work....

I have never spoken in front of so many people, but I enjoyed it. I felt good. It was just like having a wonderful conversation with friends in my living room.

Haymanot Tesfa

Ethiopian artist/musician

I was really impressed by Journeys Festival, the programme is high quality and well presented. Events like this play a very important role in facilitating the natural interaction of diverse audiences through the enjoyment of multiple art forms.

Louise Clements

Artistic Director
Derby QUAD

We are proud that Journeys Festival has been part of Leicester's City Festival for several years now. It raises awareness of some crucial issues for us today and never fails to delight audiences.

Sarah Levitt

Head of Arts and
Museums, Leicester
City Council

