



SPONSOR

PROPOSAL

SUPPORT A 3 MONTH ART FESTIVAL AT THE MANCHESTER CENTRAL LIBRARY

BROUGHT TO YOU BY THE BEE IN THE CITY ARTISTS

PAPER FESTIVAL



# WHAT IS PAPER FESTIVAL?

80  
ARTISTS

185  
ARTWORKS

4  
VENUES

# WHAT IS PAPER FESTIVAL?

## ABOUT

Paper Festival is unique art festival coming to Manchester in 2021.

We'll be celebrating paper-based contemporary art in an exhibition across four main venues: the **Manchester Central Library, Manchester Cathedral, The Portico Library** and **Clockwork**. This will be accompanied with a series of **public-facing events** throughout the three month period.

Collage, cut-outs, painting, print, installation and interdisciplinary art will make up the varied collection on display at the exhibition. This will be made by a range of brilliant **UK-based and international artists**, including the artists that brought you the nationally acclaimed **Bee in the City** art trail in 2018.

Events include an opening and closing night for the exhibition at Manchester Central Library, alongside creative workshops brought to you by the Paper Festival artists.



Above: an example of the range of artwork at the exhibition. Bold, creative and enjoyable for all.

# ABOUT THE VENUE

## EXHIBITION VENUES

The four prestigious venues in Manchester City Centre will each house a selection of the hand-picked artworks from the 180 chosen.

Not only will your organisation be bringing the arts back to Manchester and **supporting artists after a time of struggle**, it will also be a **rare opportunity for brand awareness** in an independant cultural event in Manchester.

## LOCATIONS



### Manchester Cathedral

Victoria St,  
M3 1SX



### Manchester Central Library

Main exhibition space  
St Peter's Square,  
M2 5PD



### The Portico Library

57 Mosley St,  
M2 3HY



### Clockwork

23 Edge St,  
M4 1HW

# ABOUT THE EVENT

## EVENT GOALS

- **Inspire Manchester** through beautiful, innovative artwork and engaging talks.
- **Promote curiosity and playfulness** through installation and workshops.
- **Connect people and communities** through shared experiences in accessible spaces for all.

## AUDIENCE

Paper Festival will be an attractive event for a range of people living in and around Manchester.

- **The culture seekers:** those engaged in arts and culture with disposable income, few dependents, 20 - 32 years old.
- **Families:** parents and grandparents with young / teenage children looking for new activities, a range of ages.
- **The working force of Manchester:** a variety of young professionals in Manchester looking for something fresh to do at lunch or after work.



# ABOUT SPONSORSHIP

## SPONSORSHIP

Paper Festival is currently looking for commercial sponsorship for this exciting public-facing festival in central Manchester.

Being a sponsor means your brand will **prominently featured on all marketing materials** and at the festival itself. Sponsorship will cover essential costs to help the festival be inspiring and accessible to all. This includes installation costs, equipment, professional PR support, and event delivery including food and drink at the opening night. See further slides for more information.



# SPONSORSHIP OPPORTUNITIES

	PRESENTING SPONSOR	SUPPORTING SPONSOR
Prominent sponsor recognition on all event-based marketing and promotional collateral: invitations, flyers, emails, posters etc.	✓	✓
Company name mentioned in all media advertising gained: print, online, and podcasts	✓	✓
Sponsor recognition on website	✓	✓
Sponsor recognition on social media	✓	✗
Invitations to the opening night	10	5
Sponsor listing on at-event signage	✓	✗
Speaker opportunity at the opening night	✓	✗
Opportunities to provide marketing materials / giveaways at festival events	✓	✓
	£2,000	£1,000

## SOCIAL

Organic and promoted content on social media channels prior to event:

- Facebook
- Instagram
- Twitter

## NEWSLETTER

E-newsletter for artists, guests, and sponsors

## PROMOTION

## EVENT LISTINGS

The festival and individual events and workshops will be promoted through event listings on:

- Facebook
- Eventbrite
- Website
- Social

## LOCAL NEWS CHANNELS

Paper Festival is working with a public relations professional to gain local and regional PR opportunities in online and print media.

# HOW TO BE A SPONSOR

If you're interested in being a sponsor for Paper Festival, or would like any additional information, please get in touch today.

## CONTACT US

Contact the festival curator Karis Lambert at:  
[paperfestivalmanchester@gmail.com](mailto:paperfestivalmanchester@gmail.com)  
+447706974055

[karisviolalambert.com/paperfestival](http://karisviolalambert.com/paperfestival)  
[mailchi.mp/3785027243c9/subscribe](https://mailchi.mp/3785027243c9/subscribe)  
[@paper\\_festival](https://twitter.com/paper_festival)

Please provide this information when you contact us:

- *Company name*
- *Your name*
- *Contact email address*
- *Contact number*
- *Company address*
- *Total sponsorship cost*



I look forward to hearing from you!

*Karis Viola Lambert*



THANK

YOU

PAPER FESTIVAL

