



2018-19

Sponsorship Opportunities

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About intoBodmin CIC

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**intoBodmin** is a not for profit Community Interest Company founded in 2017 by Fin Irwin. Born out of a frustration at the lack of pride, cultural engagement and community cohesion in the town, intoBodmin organise creative events and festivals from theatre in pubs to large music concerts in St Petroc's church. They have recently secured the lease to transform the old library building at the top of Fore Street into a small-scale community arts venue with tapas bar, offices, yoga studio and co-working space with 10 hot desks for local freelancers.

Through our events, projects and venue intoBodmin has three goals:

1. Building stronger and more confident partnerships between people and organisations across the town and wider region
2. Develop resources to promote wider engagement in a diverse range of opportunities and experiences
3. Develop an economy in Bodmin that uses culture as a catalyst and promotes the area as a cultural and tourist destination

intoBodmin has recently received project funding from Arts Council England and Cornwall Council for a series of projects that we are now offering sponsorship for.

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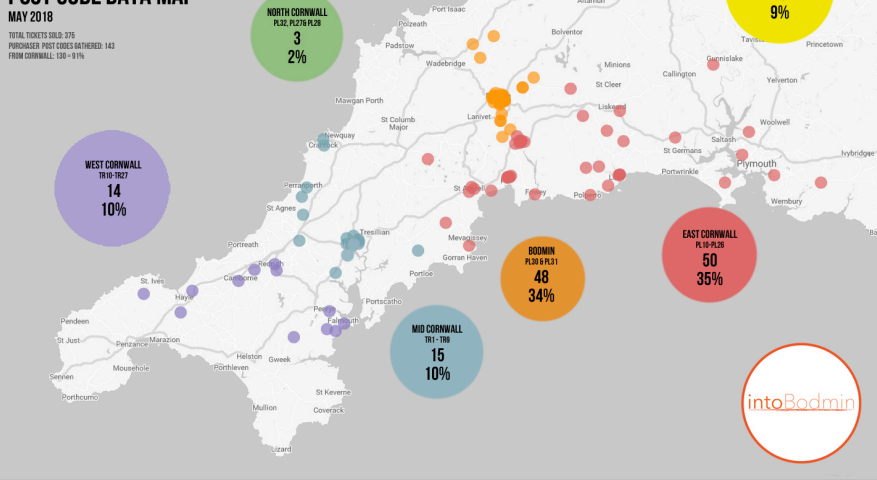
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About our audience

## THE ST PETROC'S SESSION: FAIRPORT CONVENTION POST CODE DATA MAP

MAY 2018

TOTAL TICKETS SOLD: 376  
PROMOSHER POST CODES BALANCED: 143  
FROM CORNWALL: 130 = 34%



January 2018 – July 2018  
TOTAL EVENTS HELD: 8  
TOTAL TICKETS SOLD: 915



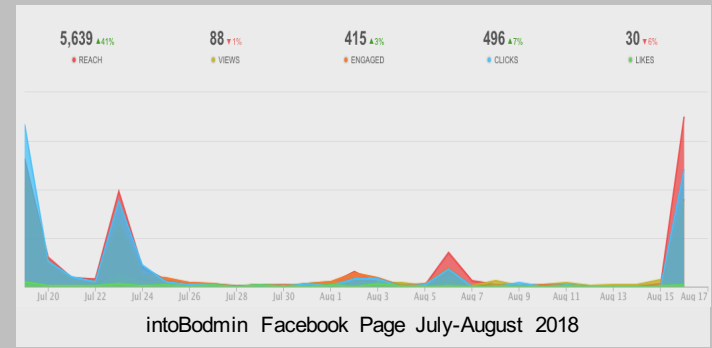
October 2018 – July 2019  
PROJECTED AUDIENCE NUMBERS: 8616\*

\*includes free community events like Lights Up – 2017 circa 1000 in attendance.

www.intobodmin.co.uk | @intobodmin | emailus@intobodmin.co.uk



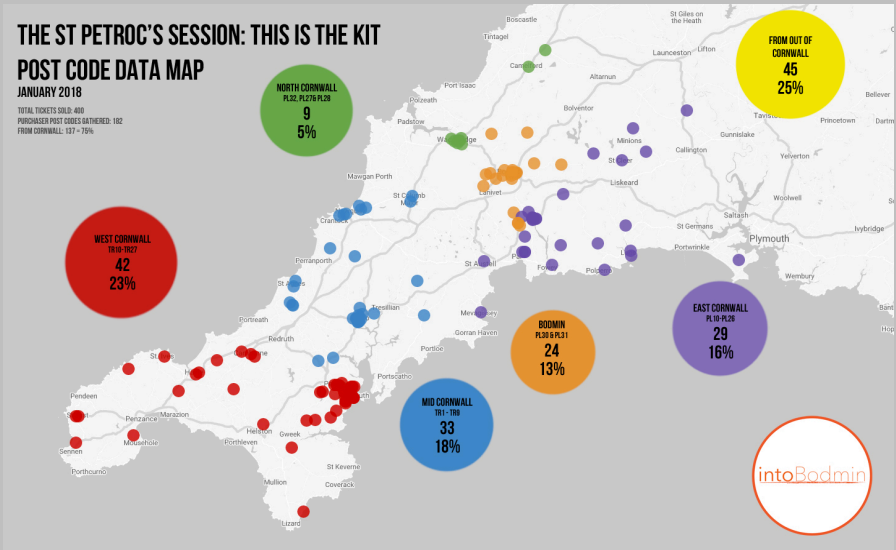
1115  
Likes in  
8 months



## THE ST PETROC'S SESSION: THIS IS THE KIT POST CODE DATA MAP

JANUARY 2018

TOTAL TICKETS SOLD: 400  
PROMOSHER POST CODES BALANCED: 162  
FROM CORNWALL: 177 = 44%



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# Promotion plan

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## **Key Principles for intoBodmin's Audience Development**

As an emerging organisation, it is vital that we build audiences quickly. To help us grow, develop and be more sustainable, it is important that we establish a loyal and adventurous audience who will take risks on new work and spread the word about what we're doing. With hugely diverse demographics, in terms of social mobility, wealth and ethnicity, Bodmin presents both challenges and opportunities.

1. To focus primarily on developing an audience who visit the Old Library and to deepen their engagement with other intoBodmin events.
2. To commit to social inclusion - to create good access to the venue and events for under-represented groups.
3. To commit to partnership building and sustainability, which means engaging with people who can take ownership of projects once funding comes to an end, and also working with partners to use existing resources.

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Credibility

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In July 2018, intoBodmin received £80k from Arts Council England and Cornwall Council. This is for 5 large projects and represents 60% of the overall project costs. Major partner and single event sponsorship options are available from £250.

### **THE BODMIN HISTORY ANIMATION PROJECT**

Working with Cornish animator, Amanda Lorens, international projection company The Colour Project and Bodmin Primary School Children, we will be projecting a new stop-frame animation onto the buildings of Fore Street as part of the Christmas Lights Switch On event on 30<sup>th</sup> November.

### **A DICKENSIAN CHRISTMAS**

In partnership with Cornish theatre company Ha-Hum-Ah, we will be producing a festive story-telling romp through some of English literature's most loved Christmas fables, poetry and music from Dickens to Hans Christen Anderson. A family Christmas show in the Old Library throughout December.

### **THE OLD LIBRARY**

We will be taking over Bodmin's old library building and turning it into a community orientated arts cafe, with live music, theatre, lectures and workshops. Upstairs there will be offices, a yoga studio and a co-working space with 10 hotdesks. Opening October 2018

### **WORDS IN WOODS**

Working with KEAP, the Story Republic, Bodmin Moor Poetry Festival and the Woods Cafe at Cardinham Woods, we will be organising the first Words in Woods Festival - an outdoor, one-day event for all the family with story-telling, spoken word, poetry and music. Expect workshops, performances and delicious food!

### **THE ST PETROC'S SESSIONS**

Building on the success of the last two sell-out St Petroc's Sessions, we will be working with Cabaret Voltaire SW to bring large music acts to Bodmin. Confirmed for October is Bestival headliners - The Cuban Brothers. Acts for The Spring and Summer Sessions are being finalised now. The St Petroc's Sessions draw 400 people from across the whole of Cornwall and beyond.

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The packages & benefits

# intoBodmin Main Partner (two available)



As the intoBodmin headline sponsor, you will enjoy:

- Space for one large banner at all intoBodmin events and prominent display as intoBodmin Partner in the Old Library (banner provided by you)
- Logo display as intoBodmin Partner in the Projection Project at the Christmas Lights Switch On event 2018
- One table stall/pitch at all St Petroc's Sessions and the Words in Woods Festival
- One free full-page advert in the Dickensian Christmas programme
- 4 free full-price entry tickets to every intoBodmin event over the year (advance booking essential)
- Logo on the Sponsors page of all intoBodmin What's-On publicity
- Logo on intoBodmin website
- Mention in intoBodmin press releases (no guarantee as in the hands of the media)

# Single Event Partner Options

## HISTORY ANIMATION PROJECTION PROJECT – TWO AVAILABLE:

- 1 minute slot available for company advert in the projection onto the clock
- Brand name mentioned in all marketing promotions and press publicity
- Full page advert on the event programme
- Logo on intoBodmin website and event related social media



30<sup>th</sup> November 2018 | 7pm | Bodmin Fore St



Estimated audience: 1000



Community project, large audience, high press engagement



# Single Event Partner Options

## ST PETROC'S SESSIONS – ONE AVAILABLE FOR EACH SESSION:

- A table/stall to promote your organisation at the event
- Brand name mentioned in all marketing promotions and press publicity
- Logo on intoBodmin website and event related social media
- 6 tickets to the event + meet the artist opportunity for guests



CONFIRMED: The Cuban Brothers 6<sup>th</sup> October 2018

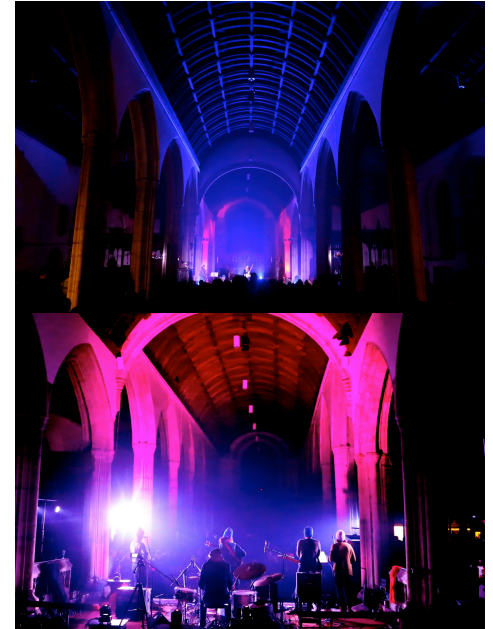
UNCONFIRMED: Feb/March 2019 & May/June 2019



Estimated audience: 400 per Session based on previous sell-outs



High profile event, large audience, staff perks opportunity



# Single Event Partner Options

## A DICKENSIAN CHRISTMAS, THEATRE – FOUR AVAILABLE:

- Full page advert on the event programme
- Brand name mentioned in all marketing promotions and press publicity
- Logo on intoBodmin website and event related social media
- 6 tickets to any performance



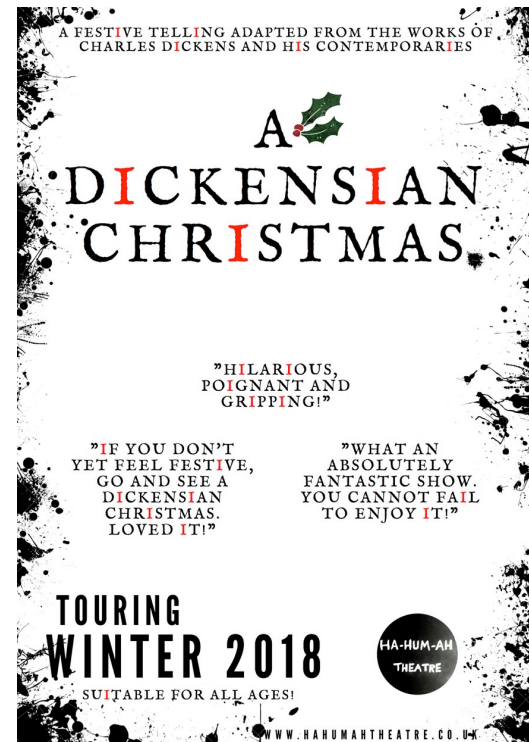
27<sup>th</sup> Nov – 22<sup>nd</sup> Dec 2018 | The Old Library + 4 tour venues



Estimated audience: 750



Family entertainment, large audience, flagship Old Library event



# Single Event Partner Options

## WORDS IN WOODS – FOUR AVAILABLE:

- Full page advert on the event programme
- A table/stall to promote your organisation at the event
- Brand name mentioned in all marketing promotions and press publicity
- Logo on intoBodmin website and event related social media
- 4 tickets to the festival



Sunday 14<sup>th</sup> April | Cardinham Woods



Estimated audience: 200



Family entertainment, new festival, stall/pitch opportunity



# Single Event Partner Options

## OLD LIBRARY – TWO AVAILABLE:

- Advert in all What's-On publicity
- Prominent display as Old Library Partner in the building
- Brand name mentioned in all marketing promotions and press publicity
- Logo on intoBodmin website and event related social media
- 10 tickets to use on events in the Old Library over the year
- One opportunity to use the building for private use for an evening event



Estimated visitors in year one: 6000



High profile, community project, excellent visibility



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Call to action!

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This sponsorship package has been sent to local businesses, organisations and individuals.

intoBodmin and the associated events represents the biggest cultural and community investment in Bodmin in over a decade and the opening of the Old Library will create a resource never seen in the town. The events planned will draw people from across the county and the press and publicity will mirror that.

These sponsorship and partner packages offer a great opportunity for you to engage with the local community, promote your business and to help intoBodmin make the town a more vibrant and prosperous place to live and work.

Please contact us as soon as you can to discuss your engagement and to get more information about the events and opportunities.

# Contact Us

Thank you for taking the time to read this document

Contact our Director, Fin Irwin, today to discuss your involvement:

Call: 07919 344 791

Email: [emailus@intobodmin.co.uk](mailto:emailus@intobodmin.co.uk)

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Thank you