



Rugby  
School

# THE FESTIVAL ON THE CLOSE SPONSORSHIP OPPORTUNITIES



CANCER  
RESEARCH  
UK

## INTRODUCTION

*"The way to get young people involved and interested in the theatre and the arts is to provide exciting work for them to see. I am therefore proud to support The Festival on The Close in its work creating opportunities for young people from all backgrounds to engage with arts and culture,"*

**Our honorary patron, Dame Judi Dench**

We all know the impact a festival can have on its community, both in terms of the 'feel-good' factor it generates and the impact it can have on the local economy. *The Festival on The Close* is a world-class event, attracting thousands of visitors from all across the country to Rugby town<sup>1</sup>. It has a unique place in the region's calendar and is the 'professional' front-end of the Rugby Festival of Culture boasting A-list celebrities and some of the country's finest artists - from Stomp to Lesley Garrett – who come to Rugby not only to perform, but in many cases to deliver unique workshop experiences, inspiring hundreds of children from local schools.

Rugby is a town of particular social deprivation, with areas of the region falling within the top 10-20 per cent most deprived in the UK<sup>2</sup>. We at *The Festival on The Close* are acutely aware of this issue in Rugby town centre and the chasm that exists between the 'haves' and the 'have-nots'. We are committed to doing everything we can locally, to offer positive and uplifting opportunities to as many people in Rugby as we can, to help regenerate the town centre and raise the aspirations of its residents.

At the same time, nationally, the arts are in crisis with startling, headline-grabbing figures pointing to the demise of the arts in schools and the terrifying prospect that in the near future, the arts may disappear entirely from the lives of many young people in this country<sup>3</sup>. Again, we are committed to doing whatever we can to provide opportunities for young people to access arts and culture for free in their community, and the *Festival on The Close* is built on an extensive free workshop programme which does just that.

The combined impact of these two significant social issues within our region are more than obvious and have a particular and profound negative effect on the health and well-being of not only the children but also many adults in our area. This is why we are proud to be supporting Cancer Research UK, raising awareness as well as much-needed money, with every penny of profit from ticket sales going to this important cause. A festival of culture and creativity such as *The Festival on The Close* brings audiences and participants together to share life-enhancing, enriching experiences, regardless of background, inspiring hope and raising aspirations at a time of particular uncertainty and social division.



Headline act Laura Mvula



Astronaut Suzie Imber at the 2018 festival

<sup>1</sup> 4,110 individual online tickets sold at 2017 *The Festival on The Close* with 1st time visitors to Rugby travelling from as far as Swansea, Peterborough and London specifically to see shows at the festival

<sup>2</sup> <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>

<sup>3</sup> <https://www.theguardian.com/education/2018/oct/10/music-disappearing-school-curriculum-england-survey-gcse-a-level>

# THE FESTIVAL ON THE CLOSE 2019

23-27 JUNE 2019

[www.thefestivalontheclose.co.uk](http://www.thefestivalontheclose.co.uk)

*The Festival on the Close* is a major, public arts festival professionally run, backed by an A-list of engaged and fully supportive patrons including Dame Judi Dench and Anthony Horowitz. With five days of pulsating music, dance, comedy and drama, there is something for everyone, attracting audiences to Rugby town from across the region and beyond.

*The Festival on the Close 2019* will also feature more than 300 free creative workshops open to local schools. Unique, once in a lifetime experiences – working with professional artists – lie at the heart of the festival and make this one of the most ambitious and exciting educational arts festivals in the country.

We are proud to announce the 2019 festival has pledged to raise funds and awareness for Cancer Research UK. Working directly with the charity, everyone who supports the event will be helping to beat cancer sooner.

Investment in *The Festival on The Close* will enable us to:

- Attract world-class artists and celebrities for all to enjoy; performing in the Macready Theatre, the Temple Speech Room and on our main outdoor Festival Stage during the week to audiences in their thousands
- Increase the number of creative, practical workshops for free to local children during the week in STEAM subjects
- Attract inspiring creative scientists, imaginative entrepreneurs and inventive academics to inspire the next generation
- Add adult workshop experiences alongside those for local children



Renowned poet John Agard who performed in *The Festival on The Close 2017*



Motionhouse performing at the Macready Theatre launch



## WHY SPONSOR THE FESTIVAL?

*"An education which does not include the arts is no education at all, and a society that does not embrace and value the arts is doomed to terminal stagnation,"*

**Our patron, Sir Ronald Harwood CBE, the author, playwright and screenwriter**

Join forces with Rugby School, Macready Theatre, Cancer Research UK and dozens of local, regional and national companies in supporting the pioneering work that *The Festival on The Close* does to bring world-class workshop and performance opportunities to Rugby.

### PROFILE AND PRESTIGE

Sponsoring the festival will align your company with world-class and instantly recognisable artists, celebrities, companies, institutions, charities and businesses associated with the festival.

### MARKETING AND BRANDING

Partnering with the festival will give you direct promotion through our numerous assets including:

- More than 4,000 external visitors
- Rugby School parents and former parents
- Old Rugbeians
- More than 600 Rugby School staff
- Local and regional schools
- 12,500 social media reach

### NETWORKING, ENTERTAINING AND STAFF INCENTIVES

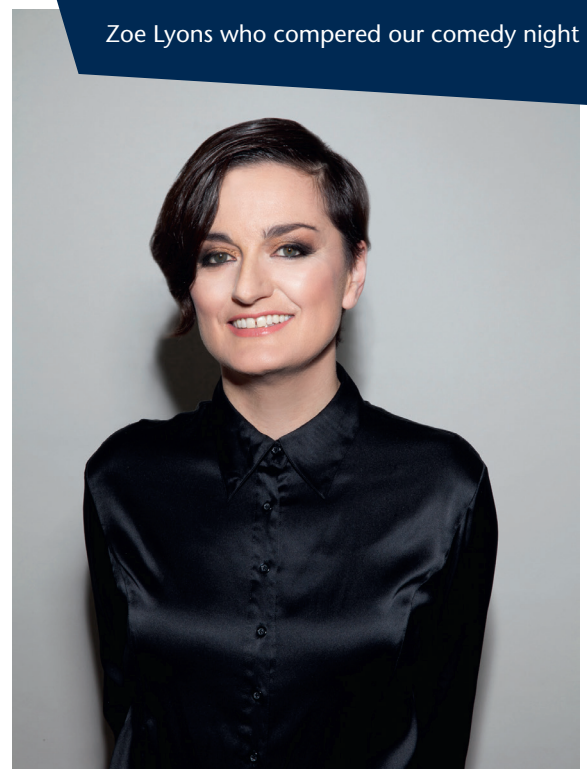
Unique opportunities to invitation-only events and exclusive receptions throughout the festival for your clients and staff

### CORPORATE SOCIAL RESPONSIBILITY

Support the festival and Cancer Research UK's unique educational outreach work, regional regeneration and community objectives bringing art and culture to Rugby

The poster for the Festival on The Close 2017 features a collage of images and text. At the top left is a portrait of Laura Mvula. Below it is a group photo of the G4 boys. The central text lists the festival dates as 25-29 June and lists the lineup: Laura Mvula with Lesley Garrett, Simon Evans, NYJO Stomp Workshops, Motionhouse, Louis de Bernières, John Agard, Zoe Lyons, Alasdair Beckett-King, Gary Delaney Voces8, Nick Cassenbaum, and Guana Shevchenko. The poster also includes the text 'Supporting Get Creative' and 'BBC ARTS'. At the bottom, it says 'Book your tickets now at www.thefestivalontheclose.co.uk' and 'Rugby Festival on The Close 2017'.

Zoe Lyons who compered our comedy night



## Principal Partner £25000 + VAT

- Naming rights for the main Performance Arena
- Full page (A4) in the official festival programme
- Company profile and web-link on The Festival on the Close 2019 website
- Principal Partner banners and company logo on the side of the historical Close
- Principal Partner and logo on all marketing related literature and invitations
- Principal Partner and logo on all advertising material
- Name check on the radio advertising campaign
- Promotion via digital media and live streaming of selected acts
- Logo on crew clothing
- Logo on all directional signage
- 10 complimentary tickets to all top act performances
- Support from our charity partner; Cancer Research UK – tailored to suit you but to include;
  - Bespoke lab tour of a Cancer Research UK funded facility for up to 10 of your employees
  - 2 bespoke 'Lunch and Learn' sessions to bring science and cancer awareness to life within your workplace
  - Employee volunteering opportunities at events, bucket collection dates (such as World Cancer Day and Tesco Turns Pink) and within our shops
  - A bespoke code for employees, friends and family to get an exclusive discount on Race for Life places and other CRUK events
  - Health information and posters to display within your workplace
  - Certificate of Appreciation

## Festival Partner £12000 + VAT

- Half page (A4) in the official festival programme
- Festival Partner and Logo within main Performance Arena
- Festival Partner and logo on all marketing literature
- Festival Partner and logo and web-link on The Festival on the Close 2019 website
- Festival Partner and logo on all advertising material
- 5 complimentary tickets to all top act performances
- Support from our charity partner; Cancer Research UK – tailored to suit you but to include;
  - Bespoke lab tour of a Cancer Research UK funded facility for up to 10 of your employees
  - 2 bespoke 'Lunch and Learn' sessions to bring science and cancer awareness to life within your workplace
  - Employee volunteering opportunities at events, bucket collection dates (such as World Cancer Day and Tesco Turns Pink) and within our shops
  - A bespoke code for employees, friends and family to get an exclusive discount on Race for Life places and other CRUK events
  - Health information and posters to display within your workplace
  - Certificate of Appreciation

## Individual Event Sponsor £4000 + VAT

- Quarter page (A4) in the official festival programme
- Individual Event Sponsor logo on all marketing literature related to that event both in print and digitally
- Company logo and web-link on The Festival on the Close 2019 website adjacent to the event sponsored
- 4 complimentary tickets to the event sponsored
- Support from our charity partner; Cancer Research UK – tailored to suit you but to include;
  - Employee volunteering opportunities at events, bucket collection dates (such as World Cancer Day and Tesco Turns Pink) and within our shops
  - A bespoke code for employees, friends and family to get an exclusive discount on Race for Life places and other CRUK events
  - Tailored social media content for your company to show the impact of your support to the Festival and Cancer Research UK
  - Health information and posters to display within your workplace
  - Certificate of Appreciation

## Festival Friend £300

- Listed as Festival Friend in the official Souvenir Programme
- Listed as Festival Friend on The Festival on The Close 2019 website
- 2 complimentary tickets to a top act performance of your choice
- Cancer Research UK health information to display within your workplace

## Programme advertising

- Full page £500
- Half page £300
- Quarter page £150

## The Festival on the Close 2019 website advertising

- Banner on homepage with web-link £200
- Banner on individual event page with web-link £100

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*“What is an education if it doesn't include an understanding and an appreciation of the arts? In an ever more fragments and fast-moving world, great music drama, art and literature are what brings us together and provide a safe haven where we can celebrate our humanity,”*

**Our patron and Old Rugbeian, Anthony Horowitz, author**