



# **SPONSORSHIP**

## **CHEDDAR ARTS FRINGE FESTIVAL**

### **3-6 MAY 2019**

#### **WHAT IS THE CHEDDAR ARTS FRINGE FESTIVAL (CHAFF)?**

- Run by a voluntary committee
- An annual Arts Trail around the stunning village of Cheddar in Somerset
- An opportunity to see the work of cheddartists.co.uk showcased in homes, galleries and installations around the village
- A chance to take part in artist-led workshops and activities
- Live music performances
- Private view opportunities
- Year-round installations in our telephone box gallery
- Plans for artists to work with local business, charities and other village groups to bring them into the event

#### **HOW TO HELP CHAFF**

##### **SUPPORT**

**We would welcome any contributions (financial or other) to:**

- A CHAFF Trail app
- An online shop and support for artists to sell their work in new ways
- Ways to raise our profile throughout the year
- Opportunities for members to get together to socialise, learn, access support and share experiences
- Support an individual artist to take full part in CHAFF

##### **TAKE PART**

**Can you help us:**

- Find new venues for our members to showcase their work over the Trail weekend and throughout the year?
- Create and host a Wallace and Gromit-style sculpture trail in Cheddar?
- Create more art installations in Cheddar by working with our artists in your business, group or school?

## **CHAFF STATISTICS**

### **CUSTOMER SURVEY**

**The Trail leaflet, social media, publications and posters were all key in informing people about our 2018 event**

### **WEBSITE**

**Created in January 2018 and has generated 3000 visitors. Nearly 2000 of these were the result of the Trail leaflet going public.**

### **SOCIAL MEDIA**

**300 people regularly connect with us on Social Media**

### **VISITORS**

**14 venues: 100-200 visitors per venue per day**

**More than £8,500 (not including commissions) spent in 2018**

**£600 raised for Charities**

## SPONSOR

In 2019 we're raising £1500 to pay for:

- Essential high visibility signage
- A Bristol-based street artist to create a public street art installation and offer workshops
- The ongoing upkeep of our BT telephone 'Art Box'

## SPONSORSHIP PACKAGES

SPONSORSHIP BENEFITS	LEVEL 1	LEVEL 2	LEVEL 3
	£50	£100	£150
ADVERTISING ON SOCIAL MEDIA (FACEBOOK, INSTAGRAM & TWITTER)			
LISTING ON WWW.CHEDDARARTISTS.CO.UK			
AN 'I SPONSOR CHAFF' SIGN FOR YOUR WINDOW, COUNTER AND/OR WEBSITE			
PRIVATE VIEW INVITE			

## ADVERTISING EXAMPLES

### SOCIAL MEDIA



### WEBSITE



## LEVEL 1

- Listed on the [www.cheddarartists.co.uk](http://www.cheddarartists.co.uk) website
- An 'I sponsor CHAFF' sign for your window, counter and/or website

## LEVEL 2

- Advertising on Facebook, Instagram & twitter
- Listed on the [www.cheddarartists.co.uk](http://www.cheddarartists.co.uk) website
- An 'I sponsor CHAFF' sign for your window, counter and/or website

## LEVEL 3

- Advertising on Facebook, Instagram & twitter
- Listed on the [www.cheddarartists.co.uk](http://www.cheddarartists.co.uk) website
- An 'I sponsor CHAFF' sign for your window, counter and/or website
- Private view invitation

## CONTACT

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**T:** #cheddarartists

**I:** [instagram.com/cheddarartists/](https://instagram.com/cheddarartists/)