



**CREATIVITY &
WELLBEING
WEEK**

BRAND SPONSORSHIP PACK

UK-WIDE 18- 24 MAY 2020



**LONDON
ARTS AND
HEALTH**



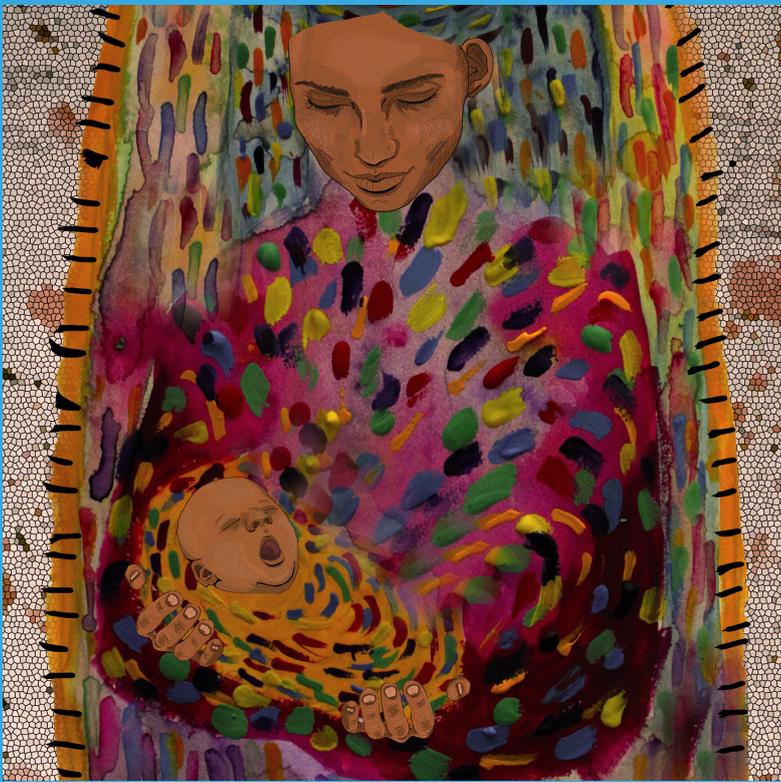
**CULTURE
HEALTH &
WELLBEING
ALLIANCE**



Supported using public funding by
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**CREATIVITY & WELLBEING WEEK 2019:
600+ EVENTS ACROSS UK
50K+ ATTENDED IN PERSON
7 MILLION SOCIAL MEDIA IMPRESSIONS
KEYNOTE SPEAKERS INCLUDED TOP
FIGURES FROM THE GOVERNMENT, NHS
AND ARTS ORGANISATIONS**



- **Creativity and Wellbeing week takes place across the UK between 18 -24 May 2020**
- **The festival is run by London Arts and Health and the Cultural, Health and Wellbeing Alliance**
- **Our theme this year is Positive Futures. With a focus on young people, mental health and creativity in prevention**
- **A key aim is to ensure that anyone can access arts and culture that enhances health and wellbeing. Regardless of location or background**
- **The festival has a core programme of curated and partnership events but also supports hundreds of events organised by others, under the festival banner.**
- **Events will be taking place in galleries, museums, libraries and other public spaces as well as medical and clinical settings**
- **In 2020 we are working **Get Creative** and **Age of Creativity** as a festival collective which aims to make May a month of creativity**
- **The events in our listings can and do span any cultural or arts activity, the only restriction is that they must be open, accessible and focus on health and wellbeing**

CREATIVITY AND WELLBEING WEEK IS ACTIVELY LOOKING FOR OPPORTUNITIES TO WORK WITH KEY PARTNERS AND BUSINESSES. INCREASED WEB TRAFFIC, SOCIAL ENGAGEMENT AND FOLLOWERS, MEANS OUR PLATFORMS CAN BE UTILISED TO DELIVER FURTHER VALUE FOR A GREATER NUMBER OF PARTNERS.

Becoming a brand sponsor allows you to reach new audiences, associate yourself with the positive and proven work being completed around creativity and wellbeing. You may also benefit by involving your staff and supporting them to improve their wellbeing through volunteering and creative activity.

The well established festival is run by the charity **London Arts in Health Forum in partnership with the **Culture, Health and Wellbeing Alliance**. We rely on sponsorship and partnerships to ensure we can make events free or affordable.**

We support hundreds of events around the country as well as thousands more arts and health projects all year round through our general charitable aims, in line with the values of the festival.

We can provide you with a unique and tailored presence at the festival and give access to a large and captive audience of arts and health professionals as well as a much wider public audience.

We welcome approaches from all organisations or individuals and can develop a tailor-made-opportunities to achieve your goals and strategic objectives.

Corporate social responsibility

Creativity and Wellbeing Week exists to create opportunities for everyone, regardless of their age and background, to access the enormous health benefits of arts and cultural activities.

GPs, nurses and other healthcare professionals now regularly refer patients to organisations which provide arts and cultural opportunities because they recognise the vital and proven difference these activities make to people's health and wellbeing.

**“We know what the NHS does is life-saving. But what the arts and social activities do is life-enhancing.”
(Health and Social Care Secretary, Matt Hancock)**

By choosing to sponsor Creativity and Wellbeing Week, your organisation will ensure that people across the UK can access those life-enhancing arts and cultural activities, while your brand will be positively identified with a pressing social issue and viewed as a champion of health and wellbeing for all.

We can also offer you opportunities to create sponsored content in partnership with us, including blogs, press releases, social media posts, marketing and event materials, to give you more credibility in the arts and health space and increase the general public's positive perception of your brand.



Employee engagement and wellbeing

Partnering with Creativity and Wellbeing Week can also bring internal benefits to your organisation. If you give your employees the opportunity to volunteer their time to organise an event for the festival, they could access – and gain a greater understanding of – the benefits of arts and cultural on health and wellbeing. It could be a very rewarding experience for your team, especially as today's workforce places great value on opportunities to give their time and skills to charity. We can also provide workplace wellbeing sessions involving creativity and the arts for your staff.



Reach new audiences

Creativity and Wellbeing Week is growing at an exponential rate – with audiences and event numbers increasing rapidly year on year. In 2019, we had a record-breaking 50,880 attendees at 636 events which stretched all the way from Cornwall to the Shetland Islands.

Our digital footprint was immense – conversations on Twitter reached close to seven million people around 1,500 people spoke about the event on social media, and the festival website had 25,000 page views. In 2020, we will continue to grow the festival with more attendees and events in new locations across the UK.

As well as reaching the general public, your brand will connect with an active community of artists, clinical commissioners, arts managers, therapists, healthcare staff and people who believe passionately about the health benefits of accessing the arts.

WE KNOW THAT ONE SIZE DOES NOT FIT ALL SO WE LIKE TO WORK WITH YOU TO CREATE A BESPOKE PACKAGE WHICH SUPPORTS THE WEEK BUT ALSO ALLOWS YOU TO GET YOUR BRAND IN FRONT OF HUNDREDS AND THOUSANDS OF PEOPLE HEARING ABOUT AND ATTENDING THE EVENTS DURING THE WEEK. HERE ARE SOME IDEAS BUT WE WELCOME CONTACT FROM ANYONE, BIG OR SMALL.

Headline Sponsorship 20K

If you choose to sponsor our festival, you will have access to our entire UK-wide audience. We will ensure your brand is front and centre throughout our festival materials, online presence and at events, guaranteeing your organisation maximum exposure.

We can work with you to co-produce events for your workplace or publicly accessible events.

Festival Sponsors 10k

All our festival sponsors will benefit from great brand exposure and opportunities to reach our audiences either online or in person at events. We will give you access to some of our headline events and involve you in communication opportunities and create chances for your staff to volunteer and support the festival.

Regional Sponsors 2-5k

Originally a London festival, we went UK-wide last year which saw hundreds of events across the country and a number of regional creativity and wellbeing weeks. As a regional sponsor you can support local activity and engage in meaningful partnerships in a key area.

Event Sponsors 5k

We have a number of headline events being planned and sponsorship of an event will allow you to brand an event, attend as a speaker or VIP guest and get your staff involved.



CULTURE PARTNERS

DO YOU HAVE A SPACE YOU WOULD LOVE TO SEE FILLED WITH ARTS AND HEALTH ACTIVITY?

ARE YOU INTERESTING IN HOSTING ANY OF OUR HEADLINE EVENTS OR DO YOU HAVE AN IDEA YOU WOULD LIKE TO CO-PRODUCE?

SOME OF OUR BEST EVENTS ARE DELIVERED IN PARTNERSHIP.

CAN YOU SUPPORT THE FESTIVAL IN ANY OTHER WAY? FOR EXAMPLE, PRO-BONO SUPPORT, MARKETING OR OTHER HELP IN KIND.

WE ARE HERE TO PUT CREATIVITY AND WELLBEING FIRMLY ON THE MAP AND LOOKING FOR COLLABORATORS. IF YOU ARE KEEN TO DELVE INTO ARTS AND HEALTH ACTIVITY OR YOU WANT TO REACH NEW AUDIENCES THEN WE WOULD LOVE TO WORK WITH YOU.

HEADLINE EVENTS

PREVENTION FRI 15TH, HOW CREATIVE IS HEALTHY?

'5 a day' or '3 a week', what should your creative prescription be to achieve maximum wellbeing throughout your life time? Join us to hear the facts from leading academics and then debate whether this message needs a public health campaign.

This is a Creative Festivals Partnership event and will be held in York (location TBC)

INTERVENTION MON 18TH, LAUNCH EVENT; POSITIVE FUTURES

How can Creativity be used to give us the best start in life? From pregnancy to adulthood we know that so many factors will impact on our health, life expectancy and wellbeing throughout our lifetime.

National Portrait Gallery (Cultural Partner) 13:00 - 17:00

RESLIANCE TUES 19TH, SUPPORTING THE SECTOR

You cannot pour from an empty cup... In order to be able to use creativity to support those in need we need to ensure that the sector is being supported financially, practically and emotionally. We will be exploring funding options and how organisations can sustain activity and ensure a strong future

CRISIS WEDS 20TH, CAN CREATIVITY SOLVE THE MENTAL HEALTH CRISIS?

The mental health system is at breaking point. People are not getting the care they need and suicides are at a record high. We know that early intervention is the key to better lifelong mental health. How can culture and creativity respond to this emergency?

This will be an afternoon and evening event both aimed at and involving young people.

CONNECTING THURS 21ST, NETWORK EVENING

Networking evening with cultural partner Paintings in Hospital

TREATMENT FRI 22ND, CREATING CARE

From interactive waiting rooms and mental health units designed by patients. What difference does our environment make to wellbeing and recovery? Do we need to get creative about care in this country? This will be informed by public events during the week.

SUPPORT SAT 23RD, ARTIST AND PRACTITIONER WELLBEING

How can we create a positive future for the workforce? This day conference will highlight some of the best innovative practice from artists in arts & health, open up opportunities for individuals to highlight their own difficulties and peer-to-peer support each other in break out sessions

10.30am – 4pm Free Space Project, Kentish Town. Partner event with [Arts and Health Hub](#)



CHAT TO US

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