

SCIP

presents...

The
green
Show

2019



wearescip.co.uk

BECOMING A SPONSOR OF THE GREEN SHOW

Seaford is changing and evolving. A new demographic of young families and creative professionals is growing fast in our beautiful town. We have the perfect way for you to spread the word about your brand to this demographic, and the entire community.

Becoming a sponsor of The Green Show will give you the opportunity to have your logo, and branding associated with a highly valued and iconic event which will be seen and recognized further than Seaford. It will bring visitors from across the county to our beautiful town, and attract press coverage from across the country.

Seaford Contemporary Illustrators & Printmakers (SCIP) will work to ensure that your company is recognized for its support of the arts, the Seaford community and it's families through targeted national and local marketing campaigns and extensively through our Social Media. Our fast growing numbers of followers on Instagram, Facebook and Twitter will all see that you are part of this extraordinary town and supporting this revolutionary event.

What is The Green Show?



After the huge success of SCIP's 2018 exhibition 'The Book Show' we have seen the huge demand for unique and exciting exhibitions and events for Seaford. So for 2019 we have decided to give Seaford's residents what they want with an ambitious yet very exciting event designed for them by SCIP.

The Green Show will bring together forty of the UK's best known illustrators in an exhibition of artworks inspired by nature, landscape and climate change. Alongside these artworks will be a mini cinema showing films made by SCIP and local film makers exploring the Plastic Free Seaford Campaign, Seaford Nature Reserve, The Rampion and other local on theme films.

An extensive and diverse workshop program, for both adults and children will be open throughout the two week exhibition. There will be a live community installation which we invite everyone to come and add to throughout the show! All the children's workshops will be provided free of charge - it's important to us that all children, regardless of family income, can take part in our creative events.

We hope to also produce an evening lecture program with a series of talks to amuse, educate and entertain. We have begun speaking to local plastic free campaigner Claire Sumners, and Sussex Wildlife Trust who have both agreed to run an evening for us.

This exhibition and event offers something for every generation. It opens the communities eyes to a unique and stunning art form, it educates through film and talks. It creates opportunities for children from all backgrounds to experience art hands on.

We have chosen to open the exhibition during the school summer holidays in August 2019. So many parents have asked us to run events during this time to give the children a richer holiday experience. We also decided to run it during the Artwave Festival. This will maximise publicity, promotion for the event and exposure of your brand.



Why is it important to promote the arts in Seaford?

The creative arts and visual arts curriculum in our schools are being slowly reduced due to budget cuts. The emphasis on academic achievement has pushed aside music, art and performance.

We at SCIP believe all arts to be a vital and important part of everybody's lives and we must embrace every opportunity to be part of a creative experience.

In particular for children there have been many studies done which clearly show that access to the arts helps promote good mental health. In a recent paper presented to the British Educational Research Association it states *'drawing is one of the many languages which children use to 'talk' about their world, both to themselves and to others'* making it a vital part of expression for them.



In particular children with learning disabilities crave an outlet for expression, their disabilities often inhibit their ability to vocalize and express themselves. The British Association For Art Therapy recognizes that *'art encourages self-esteem in children with conditions such as Autism, and can be an effective way to communicate.'*



Not only do children benefit from the arts, in a recent paper by the Centre for Arts & Cultural Policy Studies at Princeton University researchers found that creative events, and participation opportunities transformed *'neighborhood cultural diversity'*. It brought together people together whose paths may have otherwise not crossed – creating a stronger integrated community. There was also an interesting note that arts events become a source of pride for residents which increases their sense of connection to that community. Again this has huge benefits to the mental health of many Seafordians.

The study also found that a boom in the creative arts, and creative events *'Fosters a 'creative milieu' that spurs economic growth'*. This had a knock on effect to potential house buyers and new businesses as the area was perceived as economically strong. This could only be a good thing for Seaford, as it is growing into a very dynamic and exciting town, we need to make sure it doesn't fall short with regards to its creative scene.

So to summarize! Being part of the arts, whether you are young or old, rich or poor is good for your mental health and the strength of your community! We need bold, inclusive events which bring the community together to enjoy the arts and feel part of it.

What are SCIP fundraising for?

We need your help to make The Green Show a reality. The venue we are using is extraordinary, *South Hill Barn on Seaford Head is an iconic landmark in the area.* We are absolutely delighted that Seaford Town Council have agreed for us to host the first ever event in the barn, however it does come with its share of issues.

There is no running water and no electricity and a family of pigeon's currently reside inside. Seaford Town Council are helping us get the space fit for use, however power, water and toilet facilities is outside of their budget.

We hope to start making some steps towards making this space one which we, and the rest of the community can start to use on a regular basis. For now however, these are the main areas we need to raise the funds for to make The Green Show a reality.



Venue Fit

Generators, fuel, water storage, exhibition walls, lighting, information boards, health and safety, insurance and security are some of the many things we need to cover to ensure the venue is fit for use. These steps will hopefully make it easier for the barn to be used more in the future and also for our 2020 exhibition (which yes we are already planning!)

Marketing

To make this show a success there are design, printing and production costs for all our marketing materials. Marketing for an event like this is vital and it is extremely important to us that it is done to a very high standard. We hope to produce a small booklet which will contain all of our workshop and lecture times, details on sustainable ways to travel to the exhibition and information on major sponsors.

Staff, Workshops & Lectures

Many of the lecturers and workshop teams we have so far approached have donated their time for free, there will however be costs involved in paying for their travel costs, equipment, and materials. Some of the more specialised workshops will come at a cost, but we hope with sponsorship to be able to provide the children's for free still.

General Administration Costs

As a business owner I am sure you can appreciate the everyday costs of running a business. Many of these also apply to us. We need printer paper and cartridges, staples, wrapping materials for artworks. There are shipping costs of artworks to consider, pricing labels and a thousand other things!

What do I get if I sponsor The Green Show

This is a very important question, and one which we value highly. We can't begin to tell you how much we appreciate your support and in return we will work to ensure your companies association with SCIP and The Green Show is recognized and your brand promoted to the best of our ability. To make this clear we have created business packages which outline what we will offer you in return for your contribution with regards to unique marketing opportunities within the event.

Social Media

In the lead up to and during the show we will advertise your support. Using your company links on our sites, and also hashtags. Depending on which package you go for your exposure will vary – for example if you choose to sponsor a piece of artwork then every time that image is used on our social media accounts you will be mentioned.

Website

You will receive a mention on our sponsors page with links to your website. We are receiving many visits to our website, and with this being the portal to book workshops and lectures for the show we expect substantial extra traffic in the lead up to and during the show.

Printed Literature

Depending on the package you choose your logo may be printed on our marketing literature. We anticipate that we will print and distribute 6000 flyers/brochures throughout Sussex. Over 200 posters will also be produced and displayed in businesses and venues in Seaford and the surrounding areas.

Press

We will be sending press releases to all media outlets both locally and nationally. This will include a full list of all our sponsors and supporters.

Private View

You will be invited to our exclusive Private View (date TBC), to get a special preview of all the beautiful artwork on display, the workshop space and the film premieres. We hope to be joined by local press for this opening event and will be sure to help get you in front of the photographers too.

Sponsorship Packages

Thank you so much for considering becoming a patron of SCIP, and The Green Show. This is a unique advertising opportunity for your company and brand and a wonderful way to support your community. We look forward to working with you!

If you can't quite see a package that feels right for you then let's discuss it and see what we can tailor for you!

Show Supporter - £50 (39 Available, 1 taken)

Your company logo on our supporters website page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view | The Green Show limited edition exhibition poster (available from August 2019) | we will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP.

Sponsor the community art installation - £100 all snapped up sorry!

We will be inviting members of the public, both young and old, to add to our underwater art installation Jelly fish and sea creatures will be made from waste found on Seaford Beach and in everyone's recycling bins. This activity will help to highlight the immense amount of plastics being found in our oceans, a carefully designed display board will explain the damaging effects single use plastics have on our environments both internationally and locally.

Your company logo proudly displayed on the installation information board in the workshop barn | your company logo on our supporters website page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view | The Green Show limited edition exhibition poster (available from August 2019) | we will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP | your company will be mentioned on all social media in association with the activity when posted by SCIP

Sponsor An Artwork - £100 (30 available)

Your company logo proudly displayed in association with a selected piece of artwork in the exhibition | your company logo on our supporters website page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view | The Green Show limited edition exhibition poster (available from August 2019) | We will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP | your company will be mentioned on all social media in association with the artwork when posted by SCIP | A limited edition Green Show print designed & printed by the SCIP team with a personal thank you message

Sponsor The Lecture Program - £200 (1 further available, 1 taken)

In the evenings the barn will be transformed into a lecture hall with visiting speakers invited from a variety of professional backgrounds. We have already confirmed Sussex Wildlife Trust, and Plastic Free Seaford campaigner Claire Sumners as speakers. The lectures will include talks from Illustrators inspired by nature to organisations working on local conservation. You will be sponsoring one of the four evenings planned, with your brand associated with the marketing and coverage of the evening.

You will receive two tickets for the lecture night your company has sponsored, with an opportunity to meet with the speakers | Your brand will introduce the speakers on the opening screen, with a key presence throughout the evening | Your company logo displayed in the marketing literature (approx. 6000 distributed) | your company logo on our supporters website page and company name on our lecture information page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view | The Green Show limited edition exhibition poster (available from August 2019) | We will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP | your company will be mentioned on all social media in association with each lecture when posted by SCIP | A limited edition Green Show print designed & printed by the SCIP team with a personal thank you message.

Sponsor The Cinema - £300 (2 further available, 1 taken)

The Barn Cinema will show a series of short films inspired by the local community, environment, conservation and plastic free campaigns. With enough funding we hope to also produce three films of our own about the Seaford Head Nature Reserve, the Plastic Free Seaford campaign and The Rampion Wind Farm.

Your company logo displayed in the marketing literature alongside the cinema details (approx. 6000 distributed) | your company logo printed on the cinema information board throughout the exhibition | your company logo displayed at the introduction to the film reel | your company logo on our supporters website page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view | The Green Show limited edition exhibition poster (available from August 2019) | We will provide a digital jpeg for

you to add to your website or social media which shows your partnership with SCIP | your company will be mentioned on all social media in association with the cinema when posted by SCIP | A limited edition Green Show print designed & printed by the SCIP team with a personal thank you message.

Sponsor The Learning Difficulties Quiet Zone Workshops - £300 (1 available)

Noisy, large groups can often be daunting for children who suffer from learning difficulties such as autism and asperger's, and at SCIP we are dedicated to ensuring our workshop program offers an opportunity for those who struggle in those environments an opportunity to still take part.

We work with specialist TA Angela Raven to develop our 'Quiet Zone' workshops, providing families with worksheets prior to the workshop to help alleviate any anxiety over what they will see and who they will meet. She has also helped advise us on how to speak to the children and how to engage them with the activity.

Your company logo displayed in the marketing literature alongside the workshop program listings (approx. 6000 distributed) | your company logo on our supporters website page and on the workshop information page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view | The Green Show limited edition exhibition poster (available from August 2019) | We will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP | your company will be mentioned on all social media in association with each workshop when posted by SCIP | A limited edition Green Show print designed & printed by the SCIP team with a personal thank you message.

Sponsor Ferne Corrigan from Cbeebies & Drusillas Zoo at The Green Show! £300 (1 available)

Ferne Corrigan is one of Cbeebies best loved presenters, best known for presenting 'My Pet & Me' and she will be joining us at The Green Show for a fun and informative talk about insects and mini beasts. Alongside Ferne will be some visitors from Drusillas Zoo, to help Ferne teach some of our younger visitors about the wonders of these creatures. After a talk and a good study of the visiting insects, Ferne and the bugs will work with SCIP illustrators Josie & Sally to learn a little about how to draw these magnificent creatures.

This is such a wonderful and unique activity to offer, and will be limited but FREE places for children to take part in.

Your company logo displayed in the marketing literature alongside the workshop program listings (approx. 6000 distributed) | your company logo on our supporters website page and on the workshop information page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view | The Green Show limited edition exhibition poster (available from August 2019) | We will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP | your company will

be mentioned on all social media in association with each children's workshop when posted by SCIP | A limited edition Green Show print designed & printed by the SCIP team with a personal thank you message.

Sponsor The Children's Workshop Program - £400 (1 available)

A diverse program of workshops will be on offer for children and as with all our junior activities these will be provided free of charge to ensure that every child has an opportunity to explore their creativity regardless of family income.

With mark making workshops for the little ones, to shadow puppets for the older participants we have something for everyone. We are excited to be working with local arts organisation Modern Makers, and also artist Kittie Kipper on some really unique junior workshops throughout The Green Show.

Your company logo displayed in the marketing literature alongside the workshop program listings (approx. 6000 distributed) | your company logo on our supporters website page and on the workshop information page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view | The Green Show limited edition exhibition poster (available from August 2019) | We will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP | your company will be mentioned on all social media in association with each children's workshop when posted by SCIP | A limited edition Green Show print designed & printed by the SCIP team with a personal thank you message.

Sponsor The Adult Workshop Program - £400 (1 available)

We have developed a really unique and fun program of workshops for adults to be part of during The Green Show including screen printing with renowned printmakers Sally Elford & Graham Carter, open access printmaking and book making.

We are very excited to be hosting a 'Live Wildlife Drawing Workshop', run by professional nature illustrator Jennie Webber. Jennie has recently held her classes at *The Jerwood Gallery, Natural History Museum, Somerset House, The Royal Academy of Arts* and *Dulwich Picture Gallery* to name a few!

Participants will be charged to book on to the adult classes, but with your support we can keep these costs to a minimum to provide affordable access to all.

Your company logo displayed in the marketing literature alongside the workshop program listings (approx. 6000 distributed) | your company logo on our supporters website page and on the workshop information page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view | The Green Show limited edition exhibition poster (available from August 2019) | We will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP | your company will be mentioned on all social media in association with each workshop when posted by SCIP | A limited edition Green Show print designed & printed by the SCIP team with a personal thank you message.

Fund our films - £800 (3 available)

SCIP want to make three films as part of our cinema show reel and your help can make this happen! These three films will be available for anyone locally or nationally to show in schools, and use at events. We may even enter them in a few film festivals! Seaford Head Nature Reserve, Plastic Free Seaford Campaign and the Rampion Wind farm are the three topics we wish to cover, with a fun explorative feel to each film we hope to educate and entertain! There are also opportunities for you to be part of the film making progress! *These films will be available for viewing online after the exhibition too, which will continue exposure of your brand for months, maybe even years after the event.*

Your company logo displayed in the marketing literature (approx. 6000 distributed) | your company logo printed on the cinema information board throughout the exhibition | your company information on the credits for the film you have sponsored | your company logo on our supporters website page and on the film information page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view for the premiere of your film | The Green Show limited edition exhibition poster (available from August 2019) | We will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP | your company will be mentioned on all social media in association with the film when posted by SCIP | A limited edition Green Show print designed & printed by the SCIP team with a personal thank you message.

Principal Sponsor - £1000 (these packages have all been taken, but we will gladly create a bespoke package for you if needed)

As one of The Green Show's principal sponsors you will be offered a private evening at The Green Show for up to 20 guests, you can use this as an opportunity to entertain clients or a special evening for your staff, friends & family. We will provide wine, and canapes. This is a unique opportunity for your company to develop brand awareness through a huge marketing campaign both online through social media but also press and print.

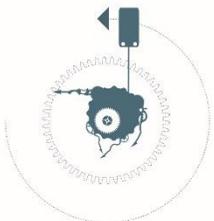
Your company logo displayed in the marketing literature cover (approx. 6000 distributed) | your company logo or name etched in wood and displayed proudly at the venue (yours to keep afterwards) | your company logo on our supporters website page | your company logo on our supporters board displayed in the venue courtyard throughout the exhibition for every visitor to see. | A reserved space at our private view for you and three guests | The Green Show limited edition exhibition poster (available from August 2019) | We will provide a digital jpeg for you to add to your website or social media which shows your partnership with SCIP | your company will be mentioned on all social media in association with the event when posted by SCIP | A limited edition Green Show print designed & printed by the SCIP team with a personal thank you message.

An important note....

If we are unable to secure at least 70% of our funding target by April 2019 we will sadly have to postpone this event. At this time we are not a registered charity or CIC. We are still finding our feet with regards to what SCIP is becoming so we are unable to secure funding through charitable trusts for the time being. Be assured that your contribution is being used in the Seaford community and that SCIP are at the very least, a social enterprise, and dedicated to the Seaford and East Sussex region.

**Thank
You!**

Organisations we have worked with



ticktockrobot
we make things move

