

Sponsor The Homecoming 2018



The Homecoming 2018, Newcastle-under-Lyme Town Centre. Image Clara Lou Photography

We would like to offer you the opportunity to work in partnership with us and sponsor the eagerly anticipated *The Homecoming 2018*

The Homecoming 2018 is Newcastle-under-Lyme's largest outdoor arts festival that brings world-class culture to the town, filling the streets with fun and unique family-friendly activity.

Established by Newcastle-under-Lyme's Town Centre Partnership – the forerunner to the Business Improvement District (BID)- *The Homecoming* celebrates the incredible life of Philip Astley – the creator and 'father of modern day circus'.

Since 2014, *Homecoming* has entertained over 30,000 people in the town centre, and has rapidly grown to become a flagship event in Newcastle's cultural calendar.

On 30 June 2018, *The Homecoming* returns to the town for the fifth consecutive year, where performances and activities will animate the town centre to an audience in excess of 4,000 people. This family-friendly event aims to bring together people of all ages to enjoy a fantastic day of outdoor circus entertainment.

The run-in to the festival will include *The Homecoming* promotional campaign that will include print, digital and social media activity.

To make this happen we need support from local businesses. Supporting *The Homecoming* will bring a number of benefits to your business including brand affinity, hospitality, promotion and marketing opportunities. Your support will be vital in helping us build a more thriving, creative and vibrant

town centre by attracting more visitors, making it a more fun, inspiring and attractive place to live, work and play in.

Our *Homecoming* packages start from £250 and we can work with you to create a custom-made benefits package tailored to your needs to make the most of the opportunities available at *The Homecoming 2018*

There are opportunities to sponsor *The Homecoming 2018* sites or individual parts of our artistic programme.

To arrange a meeting to discuss and explore these sponsorship opportunities further please contact Karl Greenwood (Appetite, Project Director): karl@appetitestoke.co.uk



The Homecoming 2018, Newcastle-under-Lyme Town Centre. Image Clara Lou Photography

There was a brilliant atmosphere around the town, young and old, most enjoyable day!

Audience member, The Homecoming 2017

The Homecoming Benefits for Your Business

- *The Homecoming* is the largest outdoor arts event in Newcastle-under-Lyme
- Align your business with the reputable Appetite and *Homecoming* brands, promoting high quality arts and culture that are inclusive and accessible
- Excellent hospitality opportunities for your employees, clients and partners
- Gain new exposure and high visibility of your business to a wide ranging audience at *The Homecoming* and via our promotional campaign through print, digital and social media marketing activity
- Press and media opportunities raising the profile of your business, the Town Centre and Newcastle-under-Lyme

57% of audience members 'Came to the town centre specifically to see The Homecoming event'



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The Homecoming 2018 Information

- *The Homecoming* is the largest outdoor arts event in Newcastle-under-Lyme
- *The Homecoming* reaches an audience in excess of 4,000 people
- Over 20 free performances and activities featuring local, national and international artists and arts organisations
- Reaches a broad and diverse audience; 53% of *The Homecoming* audience do not engage in culture on a regular basis and 18% are from Black and Minority Ethnic backgrounds
- *The Homecoming* is presented across various prime town centre locations that are accessible, family-friendly and in high footfall areas
- A strong and visible marketing and promotional campaign across the town with brochures, posters, banners and social media activity

97% of people rated their experience as very good or good



The Homecoming 2018, Newcastle-under-Lyme Town Centre. Image Clara Lou Photography

Partners and funders



Newcastle-under-Lyme BID

The aim of the Newcastle-under-Lyme BID is to support all businesses and organisations in Newcastle under Lyme through the promotion of the town as a distinctive, vibrant, university market-town with a unique retail, leisure and cultural experience and leading quality professional service businesses serving global clients.

www.newcastleunderlymebid.co.uk



Newcastle-under-Lyme Borough Council

The borough has around 125,200 residents and the vision is “ to create a borough that is prosperous, clean, healthy and safe”. To deliver this the Council have developed four priorities: A cooperative council, delivering high quality, community-driven services; a clean, safe and sustainable borough; a Borough of opportunity; and a healthy and active community.

www.newcastle-staffs.gov.uk



Appetite

Appetite is a large arts programme, led by the New Vic Theatre, that produces brilliant events, performances and activities designed to get the people involved in – and inspired by – the arts.

Appetite is led by the New Vic Theatre in partnership with Partners in Creative Learning, 6Towns Radio and Staffordshire University. Stoke-on-Trent City Council also support the programme.

www.appetitestoke.co.uk



Arts Council England

Arts Council England champion, develop and invest in artistic and cultural experiences that enrich people's lives. They support activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Between 2015 and 2018, they will invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create art and culture experiences for everyone, everywhere.

www.artscouncil.org.uk