

IMAGINEER

A programme of free, pop-up performances for Coventry

STREETS OF COV

Sponsorship and Fundraising Pack 2024

Welcome to Streets of Cov



Get ready for six weekends of **free pop-up exhilarating performances** from top national and international outdoor arts companies! Brace yourself for **breathtaking dance routines, captivating storytelling, and mesmerizing visual spectacles** that will dazzle you throughout the late summer.

Imagineer Productions, a powerhouse in the UK's outdoor creative scene, is back on Coventry's streets with a lineup of sensational outdoor performances designed to:

- o **Ignite inspiration**
- o **Spark joy**
- o **Captivate our city**

Our 2024 programme is set to be a highlight of our ongoing mission to engage our community and position Coventry as the beating heart of the UK outdoor arts landscape. Each weekend from late August to early September will feature around six performances showcasing two or three different shows in various locations across the city.

This work is designed to engage the Cov community and ensure that everyone in our city has access to high-quality arts experiences regardless of income, background, or access reasons.

We want to be here for everyone.

We need you!

With core funding in place, we're rallying for the additional funds to bring this thrilling lineup to life. We are looking to raise match funding and make the first edition of Streets of Cov as big and bold as possible for our community. **Join us in making this outdoor adventure a reality!**

We're transforming iconic Cov locations such as: **Broadgate, Coventry Cathedral, Belgrade Plaza, St Mary's Guildhall, University Square, the Canal Basin, Millennium Place, Lower Precinct** and, of course, the Powerhouse.

Curious about the shows we're considering? From captivating themes to diverse performances, there will be something for everyone.

As a supporter, you'll be prominently featured in our marketing campaigns across print, online, and social media. Plus, you'll be invited to our grand finale event at the Daimler Powerhouse to celebrate the culmination of the season.

Help us reach out to the people of Cov and create moments of community cohesion and unforgettable experiences.



Become a part of our journey with one of our sponsorship packages

We invite you to align your brand with Imagineer and...

- o Enhance your image in surprising situations
- o Provide direct positive engagement with the Coventry community
- o Demonstrate a commitment to Corporate Social Responsibility (CRS)
- o Begin a creative relationship with Imagineer and the ongoing cultural life of Coventry

Weekend Sponsor £10,000

- o Support multiple performances over a weekend
- o Major weekend sponsorship accreditation on show signage
- o Logo on advertising, leaflet intro page, tier two in online supporters block, name check in copy, and tagged online
- o Launch event acknowledgement
- o Launch event invitation
- o End-of-season Powerhouse party invitation

Production Sponsor £5,000

- o Support a particular production for all its performances
- o Production sponsorship accreditation
- o Logo on leaflet event page, tier three in online supporters block, and tagged online
- o Launch event invitation
- o End-of-season Powerhouse party invitation

Performance Sponsor £2,500

- o Support a single performance of a particular show
- o Performance sponsorship accreditation
- o Accreditation on leaflet performance listing, tier four in online supporters block, and tagged online
- o End-of-season Powerhouse party invitation

Performances

Consider supporting work that appeals to a particular audience. The programme is in the planning stage, but we are looking at many different companies representing the best of outdoor performance, including:

- o **WILD by Motionhouse**
- o **Black Victorians by Jeanefer Jean Charles**
- o **Bamboo by NoFit State Circus**
in association with Imagineer Productions
- o **The Spurting Man by Avanti Display**
- o **The Rajasthan Brass Band**
- o **Family Catwalk Extravaganza by Ghetto Fabulous**

We will have work that appeals to younger people, families, diverse audiences, and a range of tastes, experiences, and styles. Let us know what floats your sponsorship boat!

Venues

Perhaps you want to support a particular site in the city. This year, we are planning to be across central Cov and will be popping up at:

- o **Broadgate**
- o **Belgrade Plaza (outside the Belgrade Theatre)**
- o **Coventry Cathedral**
- o **Coventry University**
- o **The Canal Basin**
- o **The Daimler Powerhouse**
- o **Lower Precinct**
- o **Millennium Place**
- o **St Mary's Guildhall Courtyard**
- o **London Road Cemetary (Historic Coventry Trust)**

Ready to help us bring the streets of Coventry to life this summer?

Get in touch with Imagineer for more information and join us on this unforgettable journey!



Perhaps you can support us with something other than hard cash?

If you can support the programme with anything 'in kind', let's talk!

- o **Hotel/B&B:** Our hard-working performers need somewhere to rest their head.
- o **Restaurant/Shop:** We need to ensure our artists are well-fed and watered.
- o **Local Premises:** A green room or dressing room near each venue is essential. Or perhaps you can host the launch event?
- o **Transport Service:** We need to bring artists from far and wide.
- o **Advertising:** Can you help with leaflet and poster printing, leaflet distribution, online advertising, poster sites, and advertising spots?
- o **AOB:** Signage, power, seating, access provision, steward uniforms, artist t-shirts, goody bags, etc.





About Imagineer Productions

Founded in 2007, Imagineer Productions creates amazing outdoor and site-specific events that blend art and engineering with a focus on environmental and social change.

Our Core Values:

- o **Collaboration:** We believe in teamwork. Our projects bring together artists, creative thinkers, engineers, architects, educators, and designers. By working together, we spark new ideas and nurture brilliance.
- o **Community & Education:** Our arts programs are developed alongside community and education projects. We aim to discover and support the 'Imagineers' of the future, creating the right environment for them to thrive.
- o **Diversity:** We value and respect differences, welcoming diversity to enhance our creativity.
- o **Sustainability:** We strive for ambitious artistic projects that are environmentally and financially sustainable. We are always learning and are happy to share our successes and challenges so others can benefit from our experiences.

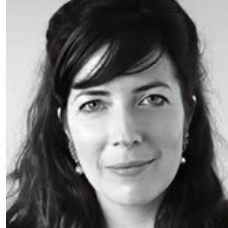
Imagineer's home is the Daimler Powerhouse in Coventry. Join us as we continue to create and inspire!

**Get in touch
to support us
and become an
Imagineer with
us this summer...**



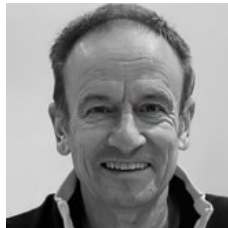
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The Legal Stuff

For tax purposes, any support will be considered a 'Donation'. Imagineer will treat donations as 'restricted funds', meaning they will be spent specifically on the Streets of Cov programme. We will issue a contract of agreement and an invoice before the programme begins.

Arts Council England and the Heart of England Foundation will be the main headline accredited supporters for the programme.

Imagineer Productions is part of The Godiva Awakes Trust.

We are a Charity and a Company Limited by Guarantee.

Company Number: 07409629 | Registered Charity Number: 1140913

Supported by



Funded by



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**ARTS COUNCIL
ENGLAND**