



SPONSORSHIP OPPORTUNITIES

SPILL FESTIVAL 2023



Chorus by Ray Lee - SPILL 2021

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WELCOME!

As Artistic Director & CEO of Ipswich's renowned SPILL Festival, I'm delighted to share the first glimpses of major artworks and shows coming to SPILL 2023. I hope to have the opportunity to work with many of you in new partnerships based on our shared values and ambitions for Suffolk.

Our SPILL sponsorship packages showcase the many exciting ways you can support the ground-breaking international art that will be taking over Ipswich's venues and public spaces in October 2023.

All of the artists will bring beauty, spectacle and scale to Ipswich, both inside and outside; on the streets, in parks and on the Waterfront. Everyone in our community is invited to experience this out-of-the-ordinary art in Ipswich's most beautiful and unusual places.

We are very excited to install the large-scale inflatable sculptures of Bruce Asbestos in the town, and to welcome French artist Olivier Grossetête, who will work with Ipswich residents to construct (and then demolish!) monumental, cardboard buildings reflecting historical Ipswich. The Women of the Seven Seas Collective will engage with our local seafarers to unlock the hidden histories of women maritimers of Ipswich and Suffolk, connecting us with other major ports and seafaring communities around the world.

Our SPILL Hub venue will be the centrally located beating heart of the festival. Not only a place to buy tickets, but also to hang out, eat, drink and hear great sounds. SPILL Hub will host our corporate hospitality events and will have a bar, live music from a wealth of local DJs and musicians, and fun daytime family activities too.

I believe in the possibility for arts and culture to bring people together in fascinating dialogue and conversations about the world as it is today and how it could be in the future. By investing in SPILL sponsorship, you will be investing in artists and the communities they serve. Our team is looking forward to welcoming you as sponsors, to helping you promote your brand, entertain your clients, and achieve your own aspirations.

Robin Deacon
Artistic Director





Clarion Call by Byron J Scullin + Supple Fox - SPILL 2018

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CURIOUS ABOUT SPILL?

Perhaps you experienced *Gaia*, the beautiful and arresting scale model of our planet in the Corn Exchange; *Chorus*, the hypnotic installation of spinning lights and sounds on the Cornhill; or *Luminarium*, the maze of colourful domes and tunnels on the Waterfront in 2021? These major artworks attracted international media attention and were brought to you by our arts organisation, SPILL, as part of SPILL Festival.

2018 was our largest SPILL Festival to date, with more than 3,000 visitors per night enjoying the outdoor sonic artwork *Clarion Call*.

The primary purpose of SPILL is to bring internationally acclaimed performance and spectacularly bold art experiences to the public and to Suffolk. Often these experiences and events are of a dramatic scale or performed in unconventional spaces. SPILL events facilitate inclusive storytelling and dialogue and our work is designed for everyone in the community to enjoy.

SPILL invests in artists at all stages of their careers through our SPILL Artist Development initiatives, which include workshops, mentoring, and residencies. We often work with local schools and colleges to involve and inspire new generations of artists.

Always evolving, in Summer 2022 we introduced *Think Tank Live*, a series of artists' performances, talks and screenings at our Think Tank venue in Ipswich. Afterwards people stay and chat, making these social occasions too, ideal for meeting others who are similarly curious about ideas and creativity.

If you are keen to align your brand with high footfall public events that combine community engagement, pioneering world class art, education and participation, talk with us about our sponsorship options and how to become a SPILL Partner. SPILL can offer you an exciting array of promotional opportunities and unforgettable experiences.

Want to know more?

Contact **Megan Vaughan**, Executive Director at SPILL Festival + Think Tank

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Atari Punk Girls by Loula Yorke - SPILL 2021

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WHO ARE SPILL AUDIENCES?

- In 2021 (the second pandemic year) SPILL Festival attracted 34,000 visitors. Of those, 14,000 people visited our free, family-friendly works in prominent Ipswich locations (Cornhill, Waterfront, Town Hall, Christchurch Park).
- 82% of all festival-goers were local, from Ipswich and Suffolk.
- In pre-pandemic years, up to 40% of SPILL's audiences came from outside the region, and up to 10% were international visitors, hugely benefitting our local economy.
- 99% of visitors to SPILL rate us 'good' or 'very good'.
- Over 90% of attendees describe our festival as 'distinctive' and 'captivating'.
- SPILL is particularly appealing to the Audience Agency's 'Trips & Treats' audience profile, which made up a third of SPILL 2021 attendees. These are mainstream arts and popular culture fans influenced by children, family and friends. Comfortably off and living in the heart of suburbia, their children range in ages, and include young people still living at home. They have relatively high levels of disposable income and are active participants in local cultural activities.
- During any year we involve hundreds of volunteers in the production and delivery of SPILL events, including many schools, college and university students, community groups and other local people. Thanks to the many excellent relationships we have developed, the staff team is small, yet the impact of SPILL is mighty!
- SPILL Think Tank Live events (new in 2022) are proving particularly popular among creative industry professionals, community leaders, people new to experiencing performance art and all who are searching for a welcoming and inclusive evening out.

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OK Cupid! by Bruce Asbestos - Bluecoat Gallery, Liverpool

OPPORTUNITIES FOR SPILL PARTNERS

We will help you find the perfect match for your sponsorship investment.

If your interests are unique, high profile and visually-spectacular art experiences with high footfall, you could sponsor:

Bruce Asbestos's large-scale inflatable art installations. These will pop up in prominent outdoor location across Ipswich, creating a free, family-friendly trail with the potential for massive social media engagement. Past projects by Bruce Asbestos include [enormous eyeballs and a giant yellow worm](#) at Liverpool's Bluecoat gallery, but he will be creating a series of new characters for Ipswich.

Olivier Grossetête's community-built cardboard structure and public destruction event. Local people and schoolchildren are involved in the reconstruction of a building familiar to Ipswich over a week of workshops, followed by a free, joyful, communal moment of destruction, like a huge public Jenga topple! [Previous examples](#) have been created in France, Finland and Mexico.

If you're thrilled by the idea of an internationally-significant project celebrating seafaring women (aka 'shefarers'), which will take over Ipswich Waterfront in a way never seen before, you will love:

Sibylle Peters' Women of the Seven Seas. A project connecting Ipswich to Hamburg, Barcelona, Lagos, and other trading routes. German artist Sibylle Peters and Suffolk native Esther Pilkington will bring together local, national and international 'shefarers' who will animate the Waterfront, its vessels and nearby buildings with a series of educational lectures and dialogues, live spectacles, and interactive experiences for the public. Women of the Seven Seas will tell forgotten and overlooked stories of maritime heritage from the perspective of these shefarers.

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If your priorities are corporate hospitality for your team or guests in an attractive Ipswich location:

Sponsor our SPILL Hub, a central pop-up venue with bar, lounge, daytime family-centred activities, live music and other evening events. The Hub will also be the location of SPILL's opening and closing events.

If you care most about supporting new artistic creation, education and career development for artists and young cultural professionals:

Sponsor our year-round programme of Artist Development residencies, workshops and bespoke programmes of support for early-career and under-supported artists.

Curious about SPILL sponsorship but aren't sure what to sponsor or whether we're the right match for you? Come and meet us at SPILL Think Tank. Often guests tell us they felt unsure what to expect and afterwards they wish they'd met our team much sooner!

If you have goods and services-in-kind that you can donate to SPILL, we are always keen to hear from you.

To arrange your visit, contact megan@spillfestival.com



Olivier Grossetête - Festival du Castrum, Switzerland

MATCHING YOUR BUDGET TO THE RIGHT OPPORTUNITIES

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To sponsor a headliner artwork (packages available from £750 to £20,000):

- When you spend £750 to £1,999 – you can expect your branding on event publicity such as the SPILL Festival website (23,000 visits during a typical festival month), on print materials distributed to thousands of homes/businesses in Ipswich, and on our Supporters Board in a prominent position next to the project you have sponsored. Naturally we offer you a pair of tickets to a choice of SPILL events too.
- £2,000 to £4,999 - as above, plus up to 15 tickets to attend a SPILL talk/discussion event or SPILL opening/closing party, including a glass of fizz for your guests on arrival.
- £5,000 to £9,999 - as above, plus an exclusive event for up to 40 of your guests (glass of fizz each), featuring a talk or meet-and-greet with our Artistic Director, the internationally-renowned artist Robin Deacon, and/or another of SPILL's programmed artists. In addition, a focused public 'thank you' via SPILL social media and e-newsletter, reaching SPILL's 15000+ opt-in subscribers.
- £10,000 to £14,999 - as above, plus Headline Sponsor status for either Bruce Asbestos or Olivier Grossetête's work. Your branding would be visible on a large-scale Sponsor Information board at the site of the artwork. Staff and volunteers at that location will wear branded badges/hi-vis clothing identifying you as Headline Sponsor.
- £15,000 to £20,000 - as above, but you become Headline Sponsor for both the Bruce Asbestos and the Olivier Grossetête work (across multiple sites).

To sponsor SPILL Artist Development (packages available from £750 to £5000+):

- £750 to £1,999 – you can expect your logo on the SPILL Festival website. If the project you have sponsored becomes a live event at the Festival, your logo will appear on any event publicity, on our Supporters Board in a prominent position next to the project you have sponsored and on any print materials that are distributed to homes/businesses in Ipswich. Plus, a pair of tickets to a SPILL event.
- £2,000 to £4,999 - as above, plus up to 15 tickets for any SPILL talk/discussion event, or opening/closing party, including a glass of fizz for your guests on arrival.
- £5,000 and over - talk to us about bespoke sponsorship packages for our year-round Artist Development work and Think Tank Live programmes of artist talks and performances.



Here's To Tomorrow by SPILL Young Curators - SPILL 2021

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[CLICK](#) to watch a short video about sponsorship for SPILL Festival

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SPONSORSHIP OPPORTUNITIES CONTACT:

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