

SPONSORSHIP PACK



LIFE|LINE

20-24 June 2019

A series of multisensory pop up events and installations along the theme of 'lifelong inspiration from nature'

FREE
All ages
welcome

Transforming the areas in:
LAURA PLACE, GREAT PULTENEY STREET
HOLBURNE MUSEUM & SYDNEY GARDENS

FOREST OF IMAGINATION 2019

From Thursday 20 June (opening party) – Monday 24 June 2019, the areas around Laura Place, Great Pulteney Street, Holburne Museum and Sydney Gardens in central Bath will be transformed into an immersive and playful experience for visitors of all ages.

FOREST OF IMAGINATION IS SEEKING SPONSORSHIP TO HELP US REACH OUR FUNDRAISING GOAL.

Led by a team of local and international architects, designers and artists, the places will be filled with interactive installations, artworks and workshops.

Forest of Imagination took place for the first time in 2014 in the heritage gardens of Bath Spa University, and attracted an audience of nearly 2000 visitors. In 2015, the event moved into the heart of Bath, Queen Square, and we attracted over 7000 visitors. In 2016 we took over the spaces in and around the iconic Bath Abbey and attracted over 10,000 visitors, in 2017 Forest of Imagination took place in the unique landscape of Bushey Norwood, a National Trust meadow right on the edge of the city of Bath, and in 2018 we took over Kingsmead Square and Bath riverside, attracting over 8,000 visitors.



FOREST OF IMAGINATION 2019 WILL FEATURE:

- Creative interventions highlighting the theme of life long inspiration from nature
- A bespoke pavilion created by award-winning architects Feilden Clegg Bradley Studios
- An architectural beacon created by Invisible Studio, Piers Taylor and Charley Brentnall
- An immersive storytelling experience led by leading children's art charity The House of Fairy Tales
- A sound installation created by musician and producer Martyn Ware of The Human League
- A programme of creative workshops & talks for people of all ages in our House of Imagination
- A creative learning programme for local schools on 21 and 24 June 2019

SPONSORSHIP

Forest of Imagination is a unique opportunity for local and national businesses and organisations to be involved in an event that champions our city's engagement with creativity and the arts.

We treat each sponsor as a partnership that holds growth potential, and want to build lasting relationships with all our sponsors. With an estimated 10,000 plus visitors this year, the communities in and around Bath that we reach are continually expanding. By supporting Forest, the potential to transform lives and enhance wellbeing through creativity and engagement with the arts can continue to grow.

If you are interested in becoming a Forest of Imagination 2019 sponsor, please contact: Penny Hay, Co-Director of Forest of Imagination p.hay@bathspa.ac.uk

BENEFITS FOR SPONSORS

- Your logo/name on our website, which sees over 2000 unique visitors every month
- Your logo/name on all our marketing material – posters, flyers, event programmes, press releases
- Media exposure through our press coverage
- Promotion via Social Media
- Sponsors' events: opening party
- For sponsorship over £1,000, we will arrange a workshop for your business with one of our artists during the event

OUR VISION

We aim to highlight the creative ecology of Bath, to promote Bath as a child-friendly city and to highlight particular environmental issues that are relevant to the city.

We believe, and research shows, that creativity and imagination can enhance wellbeing and transform lives. We want to:

- Inspire and develop playfulness and creativity in local people of all ages through creative engagement
- Bring innovative contemporary arts programming to Bath that is inclusive and open to all
- Provide a platform for local and international artists to showcase Bath as a hub for contemporary creativity

The 'Forest' reminds the city of the importance of imagination in both the adult and children's worlds – it is a place where everyone can participate and explore their own creativity. Part landscape, part city, part gallery, the Forest of Imagination provides a creative ecosystem for art and participation to protect childhood, inspire intuitive play, unleash imagination, encourage exploration and heighten engagement within our environment, both natural and urban.

ABOUT US

The event is delivered by a collective of creative, cultural and educational organisations in Bath: 5x5x5=creativity, Grant Associates, Feilden Clegg Bradley Studios, Bath Spa University, Holburne Museum, Imagination, Herman Miller, RSA and Bristol Zoo. This network is growing each year and we welcome new collaborators.

ONLINE DONATIONS

We receive much of our funding from generous people like you. By setting up a regular donation to 5x5x5=creativity you can support our long-term work to enhance wellbeing and transform lives, communities and cities.

Reliable income means we can plan our work more effectively helping us to achieve more.

giv.today/forestofi

Look out for this button on our website:



forestofimagination.com

