

2024
forest
of IMAGINATION

SPONSORSHIP PACK

BIODIVERSITY RING

FREE
All ages
welcome

26–30 June 2024

at the Holburne Museum Gardens, Bath

“A MILLION SMALL ACTS”

Forest of Imagination 2024 will highlight
the cultural biodiversity of Bath

forestofimagination.org.uk



2024 sponsors & partners



Forest of Imagination 2024

Forest of Imagination is seeking sponsorship to help us reach our fundraising goal.

The Holburne Museum and Gardens will be the venue for the 2024 Forest of Imagination, marking our 11th year as a contemporary arts event in Bath.

Forest of Imagination is a partnership between Grant Associates, House of Imagination, Feilden Clegg Bradley Studios and Bath Spa University working alongside the creative, cultural and educational community of Bath. Each year we re-imagine a familiar space to highlight the importance of nature and imagination in all of our lives.

The Bath Royal Literary and Scientific Institution (BRLSI) is partnering with FOI 2024 as part of the Institution's 200th anniversary year. BRLSI will also organise a major 2-day free family event in central Bath that will directly connect with FOI at the Holburne Museum which will allow BRLSI to build awareness and enhance a relationship between Bath residents and BRLSI that will continue throughout its bicentenary year and beyond.

Forest of Imagination 2023 attracted 11,000 visitors including local families, 20 schools and early years settings including 1,500 children and over 100 educators, with 100,000+ engaged online. For more info' visit forestofimagination.org.uk.



FOI 2016
Bath Abbey



FOI 2017
Bushey Norwood



FOI 2018
Kingsmead Square and Avon Street



FOI 2019
Holburne Museum and Sydney Gardens



FOI 2022
The egg Theatre



FOI 2023
The Bath Assembly Rooms

DONATIONS

FOREST OF IMAGINATION 2024

We receive much of our funding from generous people like you. By setting up a regular donation to House of Imagination 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.

Look out for this button on our website:



Trees are critically important. They store carbon pollution. They reduce erosion. One deciduous tree can capture 500 to 750 gallons of stormwater in a year. A mature evergreen can hold up to 4,000 gallons a year, and a mature oak tree can capture and release 40,000 gallons a year through evaporation, and reducing the ambient temperature of cities in summer.

Trees are carbon removal engines, and essential in the planet's ability to temper global warming. Trees are also essential to our wellbeing: research has shown that phytoncides, released by plants and trees, strengthen our immune, hormonal, circulatory and nervous systems when we breathe them in. Trees also improve our quality of life - offering relief from the symptoms of anxiety and depression. There is a lot we still don't know about trees and their innate wisdom. One of our Forest of Imagination 2024 installations entitled *Listen to the Trees Whispering their Wisdom* (by Piers Taylor, Invisible Studio alongside architecture students) speaks of the need to listen to trees.

Other artists and installations include: Andrew Amondson's *Living Tree*; Matthew Leece's *B LAB*; Ortiga (Catalonia) presents *An-Ki*, co-presented with The Egg Theatre, an immersive theatrical experience where you will discover a story about the connection with the earth; The Necessary Space and Platô Cultural bring us *The Climate Spa*, designed by Feilden Clegg Bradley Studios; *We the Forest* by Forestry England and Cultureshock; *Bramble Wagon* by Patchlarks; Mother Nature's Supper Club; Rabbit Holes Collective; *Earth Dances* by Denise Rowe; *Drawn From Nature* with artist Pippa Pixley; Clare Day will be supporting new artists; *Soil Dreaming* by Hannah McDowall; Young Green Creators; Bath Community Kitchen; *Creatures of the Anthropocene* by Holly Le Var and Morgane Shaban; *Empath Machine* by Martyn Ware, Tim Wheeler and Cherub Sanson. (Please note some inclusions are subject to change).

The location invites us to do something special at the threshold and will:

- inspire us to bring alive the stories of Bath's landscape and architecture
- entice us to be bold in our ambitions and the artists that we work with
- enable people to take part in high quality cultural and arts experiences, in a unique heritage setting
- create innovative collisions between business, world class architects, research, designers, creativity, culture, accessible technology, digital immersion and community activism
- bring museums, schools, families and communities together to engage young people with their connection to the natural world, climate change, imagination, agency, self-image, identity and community
- showcase and make more visible the activist and community placed based work of local charities and the third sector including Bath Welcomes Refugees, We are The People & Designability
- inspire action across the city in response to the climate and biodiversity emergencies and to find new ways to create inspiring landscapes and habitats that enrich the lives of everyone.



SPONSORSHIP

We are requesting anything you feel able to financially contribute to make this year even more wonderful. This year, more than ever, and as public funding dwindles, we need the support of our local businesses. We feel it is vital to create shared creative experiences where people can come together, have fun, explore, think, and be inspired.

If you are interested in becoming a Forest of Imagination 2024 sponsor, or for any further information, please contact: Poppy@houseofimagination.org

"A MILLION SMALL ACTS"

Our 'Biodiversity Ring' captures the Holburne Museum in a vibrant circle of biodiversity stories and creative interventions. Its physical presence reinforces the green setting of the Museum and takes advantage of the diverse landscapes and habitats that wrap around the core buildings and lead out into Sydney gardens and the wider city landscapes.

This 'ring of life' is created from multiple interventions. Some large, some small but all inspiring little steps to make it easier to address the climate and ecological emergencies.

The 'ring of life' outward face presents a powerful display of existing and potential biodiversity in the city.

Its inward face explores the influence of nature and natural forms and phenomena on human creativity, art and thinking which links neatly with the concurrent exhibitions at the Holburne Museum at the time which includes an Exhibition of Henry Moore's smaller sculptures.

The circle will be defined by a series of markers on the ground. These will be enhanced by a circle of soundscapes, a circle of light and a circle of small interventions made by artists, school children, community groups and visitors to the site. In addition, the circle will link a sequence of larger interventions that are more interactive such as the Climate Spa and the Living Tree and the Ortiga theatre company.

Participants will contribute ideas, share ideas, visit ideas, eat ideas and make ideas come to life. This cross pollination will generate new forms and new relationships.



Benefits for sponsors

- Your logo/name on our website, which sees over 2,000 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' area in our House of Imagination for your marketing materials
- For sponsorship over £1,000, we will arrange a workshop for your business with one of our artists during the event
- For sponsorship of a specific artwork you will be credited accordingly in our event programme

£1,000 will pay for materials for schools' workshops

£3,000 will pay for artists providing creative installations and performances for families

£5,000 will pay for installations, community led experiences and local creative contributions

£10,000 will pay for outreach arts & wellbeing programmes in 10 schools, targeting young people who may not usually access the arts

£15,000 - £20,000 will sponsor or create a whole themed space - transforming one or more of the grand formal spaces into an abstract reflection of a forest; or alternatively create a legacy project such as a quest trail map or further exhibition (you can be involved in shaping this project).

For additional sponsorship options please contact us.

Thank you for considering our request and we are more than happy to talk with you, answer any questions, come and present to your board, and or anything else that you may think suitable.

Thanking you, your support is much appreciated.

Yours,
Dr. Penny Hay
Co-founder Forest of Imagination,
Founding Director House of Imagination,
Professor of Imagination, Bath Spa University



BIODIVERSITY RING
"A MILLION
SMALL ACTS"
HIGHLIGHTING THE CULTURAL BIODIVERSITY OF BATH

