



Spring Fling Open Studios CIC Sponsorship: An Introduction

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Spring Fling in Dumfries and Galloway, is recognised as one of the most successful contemporary art and open studios events in the UK. For three days each spring professional artists, designers and makers open the doors to their studios welcoming the public to purchase their work, commission artworks and watch demonstrations. In 2012 we will be celebrating our 10th anniversary with a four-day event, and for this special year we invite you to consider becoming our event sponsor. The 2012 event will be held from 2-5 June.

Facts and Figures:

20,000 full colour 65-page brochures printed in January each year

1000 website hits each month

Mailing list of over 6000, UK wide

80-90 professional and selected artists, makers and designers taking part

10,419 visitors over three days in 2011

5000 visitors (approximately) from out with the region

Over 30,000 studio visits over three days in 2011

£178,000 visitor spend in studios (including commissions)

Over £1000 average spend per studio during the event

£780,000: the overall spend in the region, as a result of the three day event in 2011

Extensive local and national press campaign, with press stories from over 80 artists and a number of additional events (we employ an Edinburgh PR company to generate press)

Friends of Spring Fling scheme set up in 2010 with over 250 Friends

Smartphone App for iPhone and Android to be launched March/April 2012

E-commerce to be launched in March/April 2012

366 Twitter Followers & 315 Facebook Fans (October 2011)

The Spring Fling Sponsorship Scheme enables businesses and organisations to affiliate their businesses with an established, successful and highly respected event. In order to offer a complete range of services for small, medium and large companies, Spring Fling Sponsors are offered a range of benefits tailored to their needs. We are offering four levels of benefits, Bronze, Silver, Gold and Platinum. Sponsoring an event like this not only supports the event but also benefits your business by association, appealing to your target markets and enhancing your profile. Spring Fling is such a successful model; it has been emulated across the country. Our brochure is designed each year to be a collectable item. In 2012 we will distribute 20,000 copies in arts and cultural destinations, restaurants, hotels, tourist information offices, libraries, universities and colleges across the county, and to our 6000 strong mailing list. In addition to our mailing list each participating artist personally markets the event; brochures, flyers and postcards are available in over 80 artists studios across the region. We commission a PR company each year to generate local and national press and media. We currently receive funding from The Holywood Trust and LEADER specifically for The Springboard Project to strengthen links with young artists, young visitor, and the local community, to develop our website, and to launch a Spring Fling smartphone app in 2012 and 2013.

Sponsorship lasts for one year, from 31 January 2012 – 31 January 2013. The deadline for signing up for Sponsorship for the 2012 event is **10th December 2011**. The sponsorship packages are flexible and we welcome discussion from potential sponsors on alternate ideas or added extras. Sponsors can benefit in the following ways;

| Platinum - £6000 |
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| Acknowledgement as a main sponsor in The Spring Fling catalogue (20,000 copies distributed UK wide). Information about the main sponsor on the 'Supporters' page in the brochure. |
| Acknowledgement as a supporter, link to your own website and information about your company on Spring Fling website for one year (www.spring-fling.co.uk currently has 1000 hits a month) |
| Acknowledgement in publicity e-bulletins running up to and during the event. |
| Logo prominently featured on all press releases (20,000 copies) |
| Logo (linked) on homepage of Spring Fling website and information about the company or organisation on the website. This information will also be available on our upcoming Smartphone App |
| Receive supporters pack including catalogues and flyers, invitations to openings and 'Friends' discounts for two staff members during the event |
| Free full page colour advertisement in the Spring Fling catalogue |

| Gold - £1500 |
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| Acknowledgement as a supporter in Spring Fling catalogue (20,000 distribution) |
| Acknowledgement as a supporter and link to your own website on Spring Fling Website |
| Acknowledgement in publicity e-bulletins running up to and during the event |
| Receive supporters pack including brochures and flyers |
| Logo on press releases and in supporters section of brochure |
| 30% off advertisement rates in the Spring Fling brochure |

| Silver - £250 |
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| Acknowledgement as a supporter in Spring Fling catalogue (20,000 distribution) |
| Acknowledgement as a supporter and link to your own website on Spring Fling website |
| Acknowledgement in publicity e-bulletins running up to and during the event |
| Receive supporters pack including brochures and flyers |
| 10% off advertisement rates in the Spring Fling brochure |

| Bronze - In Kind Donations |
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| We welcome in kind donations of anything you think we could make use of. If you think you have something to offer Spring Fling and you would like to discuss it further, please contact Leah Black for details and discussions |
| Acknowledgement as a supporter in Spring Fling brochure (20,000 distribution) |
| Acknowledgement as a supporter and a link to your own website on the Spring Fling website |

Prize & Additional Event Sponsors

In addition to core event sponsorship we are looking for businesses to sponsor specific additional events and prizes. In 2012, to celebrate our 10-year anniversary we will be giving prizes to the 'Artist Of The Year' and/or 'Craftmaker Of The Year' and we are looking for sponsors to contribute a financial prize for these. This would mean that the prize would be named 'The <Your Business Name> Artist of The Year' and/or 'The <Your Business Name> Craftmaker of The Year'. We would be looking for a prize of between £500-£1000 for each prize.

Each year we give away a prize to a visitor in The Spring Fling Prize Draw, therefore we are also looking for a sponsor to contribute a financial prize of between £300 - £500. This will come in the form of a gift voucher, which will be redeemable against any Spring Fling artists work. If sponsored, this prize would include the name of the sponsor.

All of the above are flexible, and we are willing to adapt and work with individual potential sponsors as appropriate. Please visit <http://www.spring-fling.co.uk/brochure> to download a PDF of our 2011 Brochure. The true quality of this brochure must be appreciated in hard copy so please do not hesitate to get in touch and we will post a copy, or arrange a meeting in person.

