

THE  
FESTIVAL  
OF THRIFT

**PARTNERSHIP  
OPPORTUNITIES**

**2018**



## ABOUT THE FESTIVAL OF THRIFT

A celebration of common sense living, it's the UK's award-winning large-scale festival, where we can enjoy ourselves, exchange skills and learn how to live creatively and sustainably together.

**The festival is a must for all ages, we each have knowledge and ideas to share.**

Now in our sixth year, the Festival of Thrift started life in 2013, in Darlington, where we hit the ground running welcoming five times more people than we expected to the first ever Festival of Thrift.

The Festival has continued to grow from strength to strength. In the last 5 years we have welcomed over 200,000 visitors. Proving we are hitting the mark and filling a gap society clearly demands.

2018 will be our third year in Kirkleatham, Redcar where we hope to welcome 50,000 to site. There will be an extended programme including Viewpoints, temporary art installations in Tees Valley landscape in August, as well as a Launch Parade & Party on Friday 21 September, allowing us to make a greater impact on a great number of people.

The Festival is now a cultural must, a staple of the North East calendar, putting the Tees Valley firmly on the map and placing creativity at the heart of a shared, sustainable future.



### THEMES 2018

We'll be celebrating sustainable living and food as well as the themes of:  
Cycling & sustainable transport  
Women's suffrage centenary  
Planting & growing



## BUILDING PARTNERSHIPS

The Festival is a leading light showcasing sustainable and ethical living, providing a stage and a place to share and discuss environmental issues, but still aligning with community needs. We provide businesses and initiatives with an opportunity to connect, either by taking up one of our pre-designed sponsorship packages or by developing a bespoke corporate responsibility package. By working in this way, we share significant benefits across the communities and are able to deliver business goals.

### OUR AIMS

- Build a unique and distinctive, fun, sustainable national event which draws positive media attention to our partners, Tees Valley and the North East.
- Celebrate the heritage and contribute to the future prosperity of Tees Valley and its industry.
- Ensure wider economic benefit through encouraging extended visitor spend on travel, accommodation, restaurants and businesses.
- Contribute to community cohesion through targeting communities with less access to culture.
- Highlight the skills and creativity of the region's artists and craftspeople, to inspire people of all ages to learn old ways, and find new ways to be creative in their everyday lives.
- Promote the concept of sustainable living and being a voice for sustainable issues, globally and locally.



### VALUES WE SHARE WITH OUR PARTNERS

- We care about our planet for today and tomorrow and share a sense of duty to ensure that the environmental impact of what we do and sell is as low as possible.
- We want to let our festival goers know that we, along with our chosen partners, are continually striving to make the right choices, choices that will make a positive difference.

## WHAT WE'VE ACHIEVED

We create a festival which celebrates the strength, resilience and skills within the region and brings in artists, craftspeople and business folk from all over the UK to share their skills and knowledge. It instils pride in local people, brings in visitors and draws attention to the beauty and potential of the area for heritage-led regeneration, new jobs and a boost to the economy.

- Winners of the Journal Cultural Tourism Award 2017
  - Best Event Teesside – twice
  - Winner of Observer Ethical Award 2015
  - Gold as North East Tourism Event of the Year 2015
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- 4.6 out of 5 stars – 385 Facebook reviews
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- Overwhelmingly positive media coverage, including live broadcasts from BBC Breakfast and coverage on BBC 5 Live



“2018 sees us commemorating women’s suffrage, joining a national project to foreground the Tees Valley and highlighting sustainable transport with all things cycling (including of course upcycling and recycling!).”

*Stella Hall, Festival Director*

## PREVIOUS SPONSORS & PARTNERS

In previous years, we have had support from organisations of all shapes and sizes, from academic institutions to SMEs. Previous supporters in cash and in kind include:

Anderson Barrowcliff plc	Lexus Teesside
Arriva	Lingfield Warehousing
Arts Council of England	Marchday PLC
BBC Tees	Middlesbrough & Teesside Philanthropic Foundation
Coast and Country	MT Print
Clearbell PLC	Northern Echo
County Durham Community Foundation	Northumbrian Water Unlimited
Creative Darlington	Redcar and Cleveland Borough Council
Cummins Engineering	SABIC
Darlington Borough Council	Teesside University
Darlington Building Society	Tees Valley Combined Authority
DFDS Seaways	Thirteen Housing
Distinctly Darlington	Tees Valley Community Foundation
EE	UK Steel Enterprise
Gentoo	Virgin Trains
Hemingway Design	

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Join them, be a partner, and know that you are contributing to regional regeneration and pride in place in Tees Valley.

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"SABIC were proud to sponsor the Festival of Thrift, which is not only right on our doorstep but mirrors our commitment to global sustainability. We would encourage other businesses to get involved, having now experienced this wonderful festival for ourselves. Our employees loved volunteering and visiting the event, we hope to build on this partnership for many years to come." *Claire Wordsworth, Senior Communications Business Partner, SABIC*



## FESTIVAL OF THRIFT - BUSINESS OPPORTUNITY

We've got lots of great ideas for partnerships (check out the next few pages) but we want to hear yours too!

We are all about creativity so it makes sense for us to work with you to design a bespoke package fitting your business's interests and priorities tailored to reflect projects with aims close to your hearts. These bespoke packages may include sponsorship of a special project that we design with you, or they might involve you sponsoring a specific aspect of the programme, one that fits well with your company's ethos, values or aspirations.

Some projects for 2018 you could get involved with include:

### VIEWPOINTS

Up to five artists will be commissioned to produce work to be positioned in accessible locations across Tees Valley, showcased during August Bank holiday (pre-festival). These works will highlight sustainable issues in a creative way.

### ATONEMENT REDUX

Filmed on Redcar beach in the run up to the Festival, we will be producing our own – short and snappy – 'Thrifty' version of Atonement (originally filmed on Redcar beach by Joe Wright director of Darkest Hour). Our version will be created by artist Richard Dedomenici working with the local community as both the stars and the extras. The result will be shown in Redcar as part of the opening event on Fri 21 Sept.

#### HELP

£5k to help us extend this programme to more visitors

#### HELP

£5k to be the company credited with producing the world-premiere of Atonement Redux

# VIEWPOINTS

## ARTISTS' BRIEF 2018

THE FESTIVAL OF THRIFT /  
TEES VALLEY COMBINED  
AUTHORITY



Atonement Redux

## PROCESSIONS

We are taking part in a nationwide art project led by Artichoke who create Lumiere Durham and Lumiere London. It will celebrate the centenary of the women's vote and includes an extensive programme of creative banner making workshops leading up to a series of Processions across the UK in June. Activity will culminate in our own procession on Fri 21 Sept.

## THRIFTY PARADE

The parade will take place on Fri 21 Sept, bringing together a number of individual projects in a joint celebration. Working with Stellar Projects this energetic and creative performance will combine costume groups, professional performers and musicians, all drawing on the 2018 theme of sustainable transport to reinforce the positive environmental messages behind cycling. This project will also build on the festival's work with Russian company Cardboardia, who will design and deliver creative workshops with local artists. This project will be the culmination of the community's work, bringing together schools, clubs, artists and groups to create an unforgettable experience.

## THE MAIN STAGE

A staple of the Festival weekend and a place where families, groups and communities relax and revel in the entertainment including fashion, music, dance and more. There's always something happening on the main stage!

## FIX IT CAFÉ

Bringing a broken item, people are helped into finding their own way to fix it, sharing and learning new skills together with a variety of tools, techniques and know how. A thoroughly satisfying way to fix.

**HELP**  
£3k will get our  
Tees Valley bannermakers  
to London and  
back

**HELP**  
£5k to support  
the launch event  
parade



Cardboardia



**HELP**  
£2k to support  
the recycling skills  
of our unique  
Fix-It café

Fix It Café

## **THE TOWN IS THE MENU**

A community meal which takes place during the Festival weekend. Served by volunteers and chef apprentices, diners sit together and share in a locally inspired meal (previously the inspiration has been Redcar and Saltburn). A ticketed and very often, a sell-out event.

## **VOLUNTEERING**

Here's an opportunity for your staff to get hands-on and immerse themselves with the local community and do something remarkable. This is a popular choice for those companies with social responsibility targets.

The Festival will put your messages, through advance media and in person, to a range of target audiences that will associate your organisation with sustainability, quality processes and products, and making a major contribution to creative sustainable communities. We offer a major opportunity to show what you are contributing to our modern, sustainable world through product display and a jointly decided project, which exemplifies your values.

We can provide the opportunity for your staff to actively engage in the event; as volunteers or perhaps through demonstration and workshop activities that you propose for inclusion.

### **Special benefits of sponsorship include:**

- Reaching a large targeted audience directly with your message
- Gaining regional and national media attention
- Aligning your brand with a quality and sustainability message
- Driving customers to buy your products
- Delivering your corporate social objectives
- Engaging your staff
- Embedding you in the local and regional community

**HELP**  
£5k to help this event relocate to a new site



The Town is the Menu, community meal



Volunteers



## DESIGNING THE PERFECT PARTNERSHIP

We would love to talk to you about how your organisation may like to partner with the Festival in 2018. All things are possible and between us we can design the perfect partnership at a level appropriate to you.

### Steps in designing your perfect sponsorship package:

- Contact the Festival Team to express an interest in partnering with The Festival in 2018 (all contact details are on the last page of this pack).
- We will arrange an initial meeting or telephone call to discuss first thoughts you may have had about how you might like to be involved, as well as thinking through options you may not yet have considered.
- A Partnership Proposal will then be drafted capturing the specifics of the package for your organisation, based on discussions so far.

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"I volunteered on Saturday and had a fab time and didn't see half of it, so I came back today and have had a great time. I've learned new skills, tips and even made my own terrarium. I'll definitely be doing the same next year."

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- If your organisation is happy with the proposal, a Sponsorship Contract will be drawn up for you to sign. Any questions about the proposal – just let us know and we can work with you so we create the perfect fit.
- Members of the Festival Team will then work with you to put your package into action, including all of the marketing and publicity benefits of your involvement with this prestigious event.
- We will use the Festival brand, its ethos and its memorable images to build a coherent message celebrating your involvement in the Festival.

Please note: all sponsorships attract VAT



## PARTNER PACKAGES

We will design your partner package to meet your needs and budget. Elements could include pre-festival activity including marketing and PR, activity around outreach work and the programme, staff volunteering opportunities as well as activity during the Festival weekend, such as getting your branding on site, attending the launch event, leading a debate, or exhibiting at the Festival. Packages can be designed from £5,000 upwards. Talk to us and we can design your perfect package.

## COMMUNICATIONS PARTNERS

We have a number of opportunities for organisations to link in with our communications activity. We have a strong, loyal social media following which you can benefit from, a space for guest blogging content and advertising opportunities both online and in our print. For more details contact [Karen@festivalofthrift.co.uk](mailto:Karen@festivalofthrift.co.uk).



## CONTACT US

There are many different ways your organisation could be involved with the Festival of Thrift. We would welcome a deeper discussion with you to explain more about our range of activities and would be delighted to hear about your ideas.

For further information please contact:  
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An award-winning  
national Festival

