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## About Imagine and the Edinburgh International Children's Festival

Imagine is Scotland's national organisation which promotes, develops and celebrates theatre and dance for children and young people. We work to ensure that more children across Scotland can enjoy theatre and dance experiences that are innovative, inspiring and deeply engaging. We develop children's confidence and creativity, broaden their horizons, and raise their aspirations.

Imagine produces the Edinburgh International Children's Festival and manages a year-round programme of work with schools, communities and artists. Our largest schools' project is Theatre in Schools Scotland, which tours professional theatre and dance productions directly to schools. Last year Theatre in Schools Scotland reached 196 schools, from Shetland to the Borders, covering 26 out of Scotland's 31 Local Authorities.

The Edinburgh International Children's Festival showcases the best theatre and dance for children that the world has to offer. Its audience is comprised of families from Edinburgh and beyond, schools from across the central belt, and theatre producers, programmers and artists from across the world.

**“It is not only the largest festival of its kind in the UK, it is also, to my mind, the highest quality, most carefully curated performing arts showcase in Scotland.”**

Mark Brown Sunday Herald, 2018

## Why is Imagine's work important?

Attending theatre and dance can play a crucial role in young people's identity development. As children identify with those whom they see onstage, high-quality performances can offer them inspiring role models.

Furthermore, research shows that attending theatre and dance improves children's communication skills and promotes emotional empathy. A 2017 report by the Cultural Learning Alliance found that 'learning through arts and culture develops skills and behaviour that lead children to do better in school', so theatre and dance can also be one of the tools in fighting poverty.

Ann Moore, Head Teacher of Canal View Primary in Sighthill, reflects on an Imagine project: *“Our children were able to explore really complex issues in a very safe way. That's what Imagine gives us. It touches every part of the curriculum and it absolutely enhances creativity. My children are now more confident than they ever have been before. I'm completely convinced that the experiences we can give our children through providing high quality theatre and dance can change their lives and raise their aspirations.”*



Colin Hattersley

To begin a conversation about sponsorship, contact *Molly Goyer Gorman*, Fundraising Manager.

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Front cover image from *The Tallest* by Mamoru Iriguchi



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# Imagine

## Corporate Partnerships with Imagine



MacCreative



# An exciting year to sponsor Imagineate...

I understand that in these uncertain times, an investment in sponsorship must deliver substantial value for money for your business. By sponsoring Imagineate, your brand will be associated with a world-class, multi-award-winning festival which reaches a family audience of 17,000 each year. You'll also be partnering with an organisation which has a 30-year track record of success in the performing arts industry. You can be confident that Imagineate will help you to reach your business aims, and will do so with care, integrity and creativity.

2019 will be Imagineate's 30th anniversary and we are marking this with an expanded artistic and educational programme which will attract substantial press coverage. The 30th Edinburgh International Children's Festival (25 May – 2 June 2019) will present three new Scottish productions which will tour nationally in the lead-up to the Festival. Imagineate will also launch Inspiring Generation, an innovative education project working in six disadvantaged schools over three years to develop children's creativity and raise their attainment. If you are interested in the development of children across Scotland, there is no better time for your business to partner with us.

**Paul Fitzpatrick**  
Chief Executive, Imagineate



Imagineate's Chief Executive, Paul Fitzpatrick

**“The Bank of Scotland enjoyed a very successful 22-year partnership with Imagineate. The sponsorship provided opportunities for colleague engagement, generated consumer awareness of the brand and created numerous opportunities for Bank of Scotland to fulfil their CSR objectives. Each year the team at the Festival found innovative ways to keep our partnership fresh and help both organisations achieve their goals. A number of Arts & Business awards were won, recognising the strength and vision of the partnership. The Festival is an exceptional programme and one that we are very proud to have been a part of.”**

**Julie Kyle**, Assistant Manager, Retail, Community and Charity Engagement at Lloyds Banking Group, 2013

## What can Imagineate offer your business?

- ✓ **A large, loyal family audience:**  
The Edinburgh International Children's Festival has an annual audience of 17,000. Imagineate also works year-round in communities across Scotland, reaching a further 15,000 children, parents, teachers and artists.
- ✓ **Access to target markets:**  
Within the Children's Festival's family audience, the highest-attending Mosaic profile groups are: 'A: Upper Echelons' (professionals, senior managers or owners of their own companies); and 'E: Urban Sophisticates' (young, well-educated people living in small but well-appointed city apartments).
- ✓ **A global reputation:**  
In 2018, Imagineate welcomed 305 delegates from 24 countries to the Children's Festival. We also won The International Award at The Stage Awards, the UK theatre industry's leading awards ceremony.
- ✓ **A world-leading brand:**  
Imagineate delivers the only children's festival in the Festivals Edinburgh group, which manages a global brand involving Edinburgh's 11 leading festivals. The Festivals Edinburgh group attracts collective audiences of 4.5 million. Imagineate regularly collaborates with partners in this brand including the Edinburgh International Festival, the Fringe Festival and the Science Festival.
- ✓ **Family-friendly staff entertainment:**  
We give our sponsors unique opportunities to build a family-friendly staff community within their companies, through invitations to Children's Festival events and exclusive behind-the-scenes experiences.
- ✓ **Making a real difference:**  
Your sponsorship will position your business as a force for positive change, helping children in communities across Scotland to transform their confidence and creativity.



## Benefits of sponsoring Imagineate

Because each business is unique, our Fundraising Manager and our Head of Marketing will work with sponsors to develop a bespoke package of benefits. These might include:

- Sponsorship launch event for national and local press
- Branding & advertisement in the Children's Festival public brochures and leaflets (distribution 30K)
- Branding on banners in Children's Festival venues across Edinburgh
- Exclusive behind-the-scenes opportunities for staff, clients and their families at the Children's Festival
- Press photocalls with artists and schools
- Business logo on Edinburgh International Children's Festival tickets
- Staff volunteering days
- Tailored social media promotion
- Exclusive invitations to previews of new productions, and to sharing events where artists showcase new works-in-progress across the year



## Examples of types of sponsorship

- Lead Sponsor of the Edinburgh International Children's Festival
- Sponsor Inspiring Generation, an innovative creative learning project working in 6 disadvantaged schools in Edinburgh and the Lothians over 3 years, to raise children's attainment and develop confidence, creativity and communication skills
- Opening Weekend Sponsor: sponsor a free weekend of family activities in the National Museum of Scotland
- Festival on Tour Sponsor: sponsor the national tours of our specially commissioned theatre and dance productions
- Sponsor our ticket and transport subsidy to allow more schools and groups to attend the Children's Festival
- Sponsor a particular Children's Festival production which fits your business aims
- Sponsor Imagineate's Artist Development Programme: support theatre and dance artists at all levels of their careers to make ambitious, exciting work for children
- In-kind sponsorship