

# Kirkstall Art Trail

Sponsorship Package 2024



## **What is Kirkstall Art Trail?**

Kirkstall Art Trail began as an annual event in 2015, taking place over a weekend in July. Kirkstall Art Trail has grown over the years. With ever more venues, artists, activities and visitors. It continued to be a big part of the Leeds creative calendar until 2019. The Covid pandemic forcing a break on activities from 2020 until 2022.

In 2023, the trail relaunched, welcoming over 1,400 visitors to Kirkstall.

## **Our Aims**

The aim of the Kirkstall Art Trail is to encourage engagement and as an education of art in all its forms. It is a free event for visitors and artists to meet and inspire each other. The event has had a huge impact in the community. From promoting community cohesion, creating connections, and combating loneliness. It has also helped give a boost to artists who are starting out, whilst giving space for more established artists to share their knowledge.

Kirkstall Art Trail's main beneficiaries are the residents of Kirkstall - the area is ranked 33 in the Index of Multiple Deprivation, 2019 (see note 1). As well as the surrounding areas of west Leeds and further afield.

The visitors and artists involved in Kirkstall Art Trail are from all ages and social backgrounds. Kirkstall Art Trail has successful partnerships with a variety of organisations. Working with local schools, allotment gardens, social and sports clubs, retail, and places of worship.

## **The Trail in 2024**

A small committee of volunteers manages the operation of Kirkstall Art Trail. Led by Mandy Long (Chair), Mindy Goose (Secretary), and Jim Corah (Treasurer). Committee members take on individual projects, to bring Kirkstall Art Trail together.

We have recruited over 100 artists, performers and workshop facilitators. They will be hosted by almost 40 venues across LS5.

A variety of venues host the artists, ranging from residential, historic and retail. This year Kirkstall Art Trail are promoting some exciting new events. These include a photography competition, a poetry trail, and a charity sustainable fashion show. We are also working on some planned projects. These are:

- a large-scale mural covering the gable end of a block terrace house, located in the heart of Kirkstall
- artist led community workshops in two areas of Kirkstall. These will develop art based on the experiences of residents.
- a large Hollywood style sign, with letters spelling out 'KAT'.

A brand-new website has been created, which showcases all the artists, poets, performers, and workshop facilitators. In addition to this, Kirkstall Art Trail is creating a culture of inclusion, putting accessibility at the heart of our Event. We are dedicated to helping our visitors make better informed decisions before their visit, and have researched and implemented accessibility, not only on the website, but also in the choices we make in hosting the Event. This project has been led by Mindy Goose, who is a disabled person herself.

## Why should you sponsor us?

The Trail is only made possible by the generosity of individuals, businesses, and our funders.

Sponsorship helps us to create an exciting programme. It makes a real difference to the impact that the Trail has, the number of people we can reach out to, and the number of activities and artist support we can deliver. This includes the creative workshops, and legacy art projects within the Kirkstall area.

We would like to collaborate with local businesses to achieve this. Your sponsorship will help support the three core aims through our event:

- encouraging engagement in art,
- bringing communities together,
- boosting art and culture.

This year we will be carrying out quantitative research with our visitors, using QR code stickers around the trail, that will take them to an anonymous survey, we are hoping for this year to capture even more data about the Trail.

## Sponsorship Options

We have different tiers for sponsorship set out below:

<b>Bronze £50</b>	<b>Silver £250</b>	<b>Gold £1,500+</b>
<b>What you get</b>	<b>What you get</b>	<b>What you get</b>
Feature in the promotional material we display at venues.	All the benefits of the Bronze Tier, plus	All the benefits of the Silver Tier, plus
Featured on 'Our Supporters' page on the website.	Logo on Map (timeframe permitting).	Named as a project sponsor.
Acknowledgement and feature on social media.	The opportunity to advertise on or at venues (with your provision of your marketing materials).	Named as a main sponsor.
Invite to our Wrap Party.		Featured on our website as a top sponsor - with brand logos and links to your website.

## Notes

1. Kirkstall is in the Leeds West parliamentary constituency. Ranked 33 in the House of Commons Library Index of Multiple Deprivation, 2019 (1 = most deprived) - <https://commonslibrary.parliament.uk/constituency-data-indices-of-deprivation/>
2. Kirkstall Art Trail 2023. The event recruited over 75 artists, hosted in 28 venues across Kirkstall, and drew in more than 1,400 visitors. These venues included houses, community organisations, and businesses.

For our legacy project in 2023, a local artist worked with the Kirkstall Crusaders football club to create a mural overlooking their football pitch. The cost of putting on Kirkstall Art Trail in 2023 was £3,500. This included promotional costs (printing, design), workshop materials, administration costs, and public liability insurance. There is also a great value in the volunteer hours estimated at over 1,200 hours over six months.

3. Recorded visitor impact from across several years.

2019 - Kirkstall Art Trail was described as "friendliest event on the calendar". Statements collected from emerging artists highlighted the confidence boost it has given them at the start of their career. Plus, visitors receiving the opportunity to take part in art has been an education and a pleasure.

2023 - feedback included: "This place is amazing," quoted a 4-year-old at St Stephen's Church. "Lovely exhibition. Thank you for sharing your craft in such a beautiful display. All the best for establishing your new set up in the UK." "So wonderful to see your work and chat about creativity and processes. Thank you." "The work looks fantastic. What an amazing bunch of young people to work with," Louise Mortimer, workshop facilitator. "Great exhibition, lovely to see the kids' work."