

NOMAD

Nottingham's Official Music, Arts and Dance
Organisation

NOMAD Event 4th October 2014

SPONSORSHIP OPPORTUNITIES

Contact		
Name	Steve Smith	Rastarella Falade
Phone	07972049539	07935 877714
email	stevesmth100@gmail.com	culturalvibrations@sky.com

NOMAD

Nottingham's Official Music, Arts and Dance Organisation

ABOUT US:

NOMAD Organisation (is a new collaboration between Cultural Vibrations (Unity through Music) and Bandemonium. With seven years combined experience in event organising they have facilitated the following

- community family fun days
- live music stage shows promoting local artists & bands
- community festivals
- carnivals
- charity fund-raisers
- workshops and training days

Bandemonium was founded by Steve Smith and Jasmine Goldhawk in 2012. Steve has many years experience as an event organiser. More recently he has been a key member of the Sneinton Festival Group, he has supported the Nottingham Carnival and has also organised community networking and training events. Bandemonium was formed to support local bands by giving them a platform to perform. Steve has also been a community organiser for over 2 years which is about “building relationships in communities to activate people and create social and political change through collective action”.

Cultural Vibrations (Unity Through Music) was founded in 2009 by Rastarella Falade, she encourages different cultures & social classes to come together through the medium of local live music events that she creates and also hosts. She has hosted events at various city centre locations such as Nottingham Contemporary, Nottingham Playhouse, The Maze & New Art Exchange. She is passionate about promoting Nottingham in a positive light and breaking down cultural and class barriers.

They have decided to create NOMAD to enable more independent businesses, community groups, people and organisations to be part of a new organisation which aims to encourage cohesion through interactive events that will take place across Nottingham.

NOMAD aims to facilitate a series of **interactive** community events celebrating the creativity & cultural diversity of Nottingham city. For the launch event they have teamed with Fun Palaces (celebrating its centenary on October 4th). Fun Palaces are about fun and learning, participating and making together: a space where arts and sciences meet.

The first event will be a collaboration between NOMAD, Fun Palaces and the Sneinton Community Traders. The event will be held at Sneinton Market place with other events due to occur around Nottingham throughout the next twelve months at various locations (in true Nomadic spirit). There will be no charge for the event. We are dedicated to bring communities together by creating spaces whereby people can interact which will then lead to conversation and cohesion.

NOMAD

Nottingham's Official Music, Arts and Dance Organisation

In 2006, the City Council intended to close Sneinton Market for good, but it was taken over by Sneinton Community Traders. Sneinton Market Square holds a strong place in the affections and collective memory of Nottingham folk. The market is 160 years old and represents a social and working history of Nottingham from the Victorian Age, through both World Wars, the vibrant fifties and sixties, right up to the last big markets of the 1980's. When the wholesale market was moved away Sneinton Market suffered a huge decline. The Sneinton Community Traders and NOMAD feel it is time to breathe new life into the square

We believe that a strategic partnership with your company for this unique event/s will be mutually beneficial to both of our organisations. For our part we will offer loyalty to the organisations that sponsor the launch event and it is hoped we can develop a lasting partnership. We believe that the NOMAD launch will attract a diverse mix of adults & children from all areas of Nottingham, all ages, abilities and backgrounds. We feel that the event will be a platform for many in the creative industries to engage with a new audience and also independent business. The event will be free of charge which will enable anyone to get involved. We are raising income through sponsorship which will be used to pay for advertising, a stage and volunteer expenses. Activities planned for the launch event include Zumba, Tai Chi, Drumming Circle, performances from local bands, Open Mic, spoken word corner, yoga, arts & crafts, laughter workshop & speed networking. We will also be encouraging local independent businesses to have pop up shops and interactive stalls.

EVENT

As stated above NOMAD would like to propose that you come in as a sponsor for our event which will be occurring on the Sneinton Market Place Square on Saturday 4th October from 2 pm till 8 pm.

WHAT SPONSORSHIP OF NOMAD CAN DO FOR YOU:

As a featured sponsor, your company name can be

1. prominently featured in front of a crowd of an estimated 500 people (with another 500 to 1000 passing through) many of whom are part of your target market .
2. acknowledged in any media coverage the event will be attracting.
3. featured on all promotion including leaflets, posters, flyers and a number of social media platforms
4. prominently featured on mugs which will be given away as gifts
5. prominently featured on T shirts worn by volunteers

We can offer tailor-made packages to meet your needs and your budgets. Following are some outline options of core packages with brief details of features and indicative costs.

NOMAD

Nottingham's Official Music, Arts and Dance Organisation

Volunteer/Steward Sponsors

Highly visible opportunity to be recognised on the t-shirts of all stewards, volunteers and security staff throughout the weekend, branding on signage (e.g. information areas, security/health and safety points) in promotional materials, programme etc. **£200**

Brochure Sponsor

Sponsor the brochure/flyer and enjoy front cover branding, additional coverage inside, advertisement/column and other branding benefits. Minimum of 5000 copies of full colour 4 page programme, distributed in advance and at the event with an estimated 20,000+ readership. **£750**

NOMAD Stage

Be the first official sponsor of this brand new stage showcasing the best local talent. Your company could become the centre of attention at the NOMAD stage, developing its standing in the community and building a reputation for supporting local artists. This stage is set to become a mainstay of NOMAD events in years to come. Sponsorship of the stage will comprise of extensive site branding, including the backdrop to the stage itself and a feature in the main event brochure. In addition, the stage sponsor will also enjoy branding on the NOMAD social media sites and other promotional material. **£1500**

Band/Musician Sponsor

Help us to support some high profile local bands by sponsoring our music performers (e.g. artists/bands). As a sponsor you will receive full stage recognition, chance to meet the artists, branding in the brochure, branding on artist back stage passes and on the side of main stage. **£500**

Mug Sponsor. We will be giving away 50 branded NOMAD mugs. This could be a great way to promote your company. As a sponsor your logo will be displayed on one side of these give-away mugs **£300**