



Executive Summary

“Participation in the arts should not be dependent on where people live or their social, educational or financial circumstances.”

Arts Council England

EXTENDED AUDIENCE REACH (2018) - 1,863,412*

NUMBER OF ARTISTS INVOLVED (since 2012) - 3,150

Coastal Currents Arts Festival is now in its twenty first year as a leading multi-arts festival celebrating the culture of our region. With our Open Studios programme involving more than 300 local artists every year, we are one of the few festivals of this type in the UK; grown from the community whilst raising public funding to create high quality cultural experiences and interventions which encourage permanent environmental change.

Moving forwards, we will continue to expose and involve the greatest amount of people possible in a collective celebration of culture on the south coast.

Our vision is to support the whole of the creative community in 1066 and the surrounding area, bringing opportunities, commissions, footfall and tourism whilst positioning this coastal area, rich in creativity, as an international destination for the arts.

Stretching from Eastbourne to Robertsbridge to Rye, this festival now celebrates all that is unique from this stretch of the south coastline.

*Based on Physical Audience 129,522, Online Reach 362,234, Press Reach 603,674, TV & Radio Reach 67,982 and Extended Reach (over 2018) 700,000. We estimate an additional Legacy Reach of 6,850 DAILY from ongoing exposure to permanent public art. Figures from Coastal Currents 2018 Arts Council England Evaluation.

In 2020 Coastal Currents Arts Festival will focus on Environment and Education, combining a strong set of community messages that we feel will gather support and can offer new funding streams as well as affect and support the cultural economy. We are a county-wide festival which looks to create positive change at street-level.

Coastal Currents is proud to create programming that blends high quality, innovative outdoor performances and bespoke visual arts commissions rooted in reinventing and rejuvenating unusual areas, venues and locations, thereby increasing the public's exposure to a multitude of art forms.

Coastal Currents has developed strong partnerships with major arts organisations nationally. We continue to foster relationships both nationally and internationally to extend the scope of the projects we curate.

We support the business community using creative programming that places our commissioned art works in locations that bring greater footfall and spend. We also provide an umbrella marketing brand which benefits the businesses we partner with and allows for strong and continued relationships year on year.

Coastal Currents is an internationally significant arts festival with a unique focus on inclusive, accessible art that an audience "happen-upon"; using cultural explorations and interventions in the public realm. Work that animates the town; drawing local and visiting audiences together whilst creating meaningful and long term partnerships with local venues, businesses, artists, galleries and public services.

Coastal Currents will continue raising funds to create long standing legacy pieces which fit with the region's regeneration strategy.

"We are changing the way we look at our environment and town through high quality cultural activities in the public realm, which have a true legacy and impact on the artists involved and our audiences."

Tina Morris, Festival Director

Ways You Can Help

CROWDFUNDER

Even the smallest amount helps. Donate at gofundme.com/coastal-currents-2020

SPONSORSHIP

GOLD

- Patron of the 2020 Festival
- Associated with a major curated programme element with mentions throughout the Festival
 - Staff involvement in the project
 - Fun/Training/Volunteering/Press Opportunity
- VIP drinks reception
- Thank you on the first page of the festival brochure
- Advertising on all pages of the Festival website
- Sponsors acknowledgment page on the website
- Mentioned in all the Press as: “Helping to save the Festival”
- Your logo on all our marketing materials:
 - Posters
 - Flyers
 - Banners
 - Street signage (vinyls, wayfinders)
 - Station signage
 - Festival Brochure
- VIP Tickets to ANY of the ticketed events including some partner events
- FULL Page Ad in the Festival brochure

SILVER

- Your logo on all our marketing materials:
 - Posters
 - Flyers
 - Banners
 - Street signage (vinyls, wayfinders)
 - Station signage
 - Festival Brochure
- Sponsors acknowledgement page on the website
- VIP Tickets to ANY of the ticketed events including some partner events
- Full page Ad in the Festival brochure

BRONZE

- Sponsors acknowledgement page on the website
- Logo and thank you in the festival brochure
- Half page Advertisement in the Festival brochure

VOLUNTEER

Help us with anything from invigilation to setting up events or assisting an artist.

Email us at info@coastalcurrents.org.uk