



WHY PARTNER THE SPARK CHILDREN'S ARTS FESTIVAL 2010?

31st May – 13th June 2010

IT'S BIG. The Spark remains one of the largest arts festivals in the UK dedicated solely to children and it's still growing! It runs for 14 days, offers over 100 events, attracts an attendance of over 14,500 and provides 2 million sightings of its logo.

It's for children. The Spark has a very specific audience – young people aged 0 – 13 in school, their communities and their venues. It promotes events to connected audiences and organisations - families and almost 400 schools.

It's fun. The Spark strives to enhance the quality of life of young people by providing exciting, entertaining arts events that make learning fun and provides them with experiences that stay with them forever and often change their lives.

It's educational. It strives to inspire young people to learn new skills and develop new talents, thereby increasing their confidence, communication, and teamwork and to provide activities that have real wide ranging educational value, support the national curriculum and inspire teachers. The Festival adds spark to everything from numeracy to food science!

It's a great partner. The Spark is based in Leicestershire and in 2009 it worked in collaboration with 41 venues throughout Leicestershire, 13 corporate partners including local, national and international companies, and 10 funders including The National Lottery and Arts Council England and they all achieved against their partnership objectives.

It's innovative. And brave. It's sparky 'can do' attitude sees the Festival aiming high and bringing other people and organisations with it.

It's a registered charity set up with the charitable objective of advancing the education and development of children and young people through a range of activities throughout the year, as well as an annual Festival.

It's great for companies that want their employees to develop new skills through participation and training offered by the Festival, and also want them to have fun, roll their sleeves up - get stuck in and help, enjoy the experience of having given something important to the community and feel proud about it.

It's for partners that want to capture the opportunity to be aligned with a targeted, professional and caring organisation and benefit from:

- Being part of and contributing to the community
- Staff development linked to the Festival and its events
- Association with quality
- Access to key target markets
- A range of Press and PR opportunities - branding and name awareness
- Unusual corporate hospitality and business networking opportunities