

COASTAL CURRENTS
VISUAL ARTS FESTIVAL
HASTINGS&ST.LEONARDS

Coastal Currents 2011



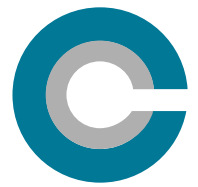
27 August - 30 September

"Praised as one of the best UK arts festivals held outside London last year."

Culture24, 2010

"Coastal Currents gets better and better, you have really taken it somewhere I never thought it would be, giving it real potential in the future."

Polly Gifford, former Head of Education, De La Warr Pavilion



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About

Situated in the creative hubs of Hastings and St Leonards, Coastal Currents provides a showcase for the talents of the local arts community as well as profiling artists from outside the UK.

Hastings is a town brimming with artists, writers, poets, musicians and performers. Due to favourable property prices, a spectacular coastal location and a stimulating and creative environment; a vast number of studios and workshops have steadily evolved.



Coastal Currents was initiated in 1999 by Hastings Borough Council and the annual festival remains an important event in the town's arts and cultural offer. It attracts both local residents and visitors from **Kent, London, Brighton** and other parts of the **South East** region and **mainland Europe**.

Coastal Currents has worked in partnership with the **De La Warr Pavilion, Towner, Turner Contemporary, Heritage Open Days**, artists and arts organisations to provide a vibrant and innovative festival focusing on contemporary visual arts.

"Long recognised as a cultural hub with a thriving arts community, Hastings has a large number of artists' studios and workshops."
Artist Newsletter, 2010



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Press & Coverage

In the last two years Coastal Currents Festival has been the focus of wide media coverage:

BBC South Today
BBC Southern Radio
The Guardian Guide
Culture24
Artists Newsletter
The Times

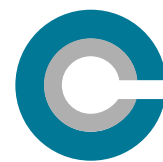


Observer columnist and critic, Kathryn Flett opened the 2009 festival and writer Iain Sinclair spoke at the 2010 launch.



"It's a really positive event that brings creative practitioners and members of the public together I feel the management of the event was wonderful. Very helpful and easy to access when arranging things... it was a flagship."
JM, artist.

Coastal Currents 2011 will make your brand visible through wide ranging press coverage and to influential people within the arts.



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Jerwood Gallery

Coastal Currents 2011 takes place at a particularly significant time for arts and culture in Hastings with the exciting development on the historic Stade fishing area.

Following large scale investment by Hastings Borough Council and the Arts Council the Arts Project Space at Stade Hall will be opening in June 2011. This will be followed later in the year by the new Jerwood Gallery which will house the Jerwood Foundation's permanent 20th Century art collection.

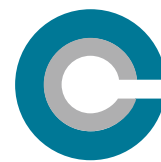
The festival HQ will be based at the Project Space at the Stade.



"It is an excellent opportunity to bring the Museum together with the town's wider cultural offer. I thought the festival had a very good 'feel' this year, with an excellent launch event. It really felt like something you wanted to be involved with."

**Catherine Harvey, Education Officer,
Hastings Museum & Gallery**

The Coastal Current 2011 opening event will be held at the Jerwood Project Space and our financial supporters' brands will be highly visible.



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We need your help

Your sponsorship is invaluable to help us...

Fund an exciting programme of arts events that appeals to both the local community and attracts arts enthusiasts and visitors to the area.

Promote the festival to a wide audience.

Support local artists, and bring exciting new work to the town from established and emerging national and international artists.

Contribute to Hastings Borough Council's Cultural Regeneration Strategy's objective 'to develop, strengthen and promote exciting and high quality performing and visual arts'.



So please get involved and help support a very worthy cause and keep the festival growing and developing for future generations.



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Sponsorship

We have various levels of sponsorship to allow as much participation as you can afford.

However we urgently require a Headline Sponsor for 2011 and this would afford the sponsor a greater level of exposure.

Headline Sponsor Benefits (£15k)

- *The headline sponsor's logo can be combined with the festival logo to appear wherever the main logo appears.
- *The headline sponsor's logo will feature on the front cover of the festival brochure (30,000 print run & distro throughout South East).
- *Company logo, banner and relevant information given prime position on the Festival website (www.coastalcurrents.org.uk).
- *Company web banner included on the regular Coastal Currents emails sent out weekly to 5,000 email addresses (and growing).
- *Full page advertisement in the festival brochure.
- *Multiple invitations to the pre-launch festival VIP & Press event.
- *Company logo featured on all festival banners, posters and flyers appearing throughout 1066, Rother and further afield.
- *Company logo on 50+ venue boards displayed at participating locations across 1066 and Rother.
- *Inclusion in local and national press coverage.
- *Social Networking coverage throughout festival - Twitter/Facebook.



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