

# NINE ELMS ADVENT CALENDAR

TRAIL 2021



**We are thrilled to announce that Nine Elms will once again transform into a giant Advent Calendar this winter.**

The project will return for its third consecutive year, featuring 24 venues hosting 24 windows, each lit up with artistic installations by 24 artists and creatives, in collaboration with local community organisations and schools.

**This project brings together the local community and invites visitors to follow the walking trail, explore Nine Elms, engage with the art and enjoy a magical countdown to Christmas.**

From 1st December until early January 2022, local schools, galleries, cafes, restaurants, arts venues, community centres, pubs, churches, billboards, offices and developments will be illuminated with artwork exploring **this year's theme: "Peace on Earth"**.

The 2020 project was featured in TimeOut and mentioned on Classic FM. Due to the lockdown restrictions of 2020, we adapted the online elements of the project to make participation even more accessible, with one window opening each evening via social media. With this increased reach, we are able to shine an even brighter spotlight on all the artists, supporters and sponsors of this truly collaborative project.

**\*Watch the 2020 project video\*** 

This local arts project with citywide reach, would not be possible without the support of our partners and sponsors, including the Battersea Power Station Foundation, The Diocese of Southwark and Wandsworth Council.

Nine Elms Arts Ministry is part of the Anglican Diocese of Southwark. Revd Betsy Blatchley, Pioneer Minister in the Arts, leads this community to explore the arts, spirituality, well-being and social justice in the heart of Nine Elms.

## Invitation:

# Sponsor the Nine Elms Advent Calendar 2021

Will you help to spread peace and joy in Nine Elms this Christmas?

**We invite you to be part of the Advent Calendar story by sponsoring the project this year.**

# 9

ELMS

ARTS MINISTRY



@nineelmsartsministry

**\*Watch the 2020 project video\*** 

# Sponsorship:

*Places are limited and will be allocated on a first-come-first-served basis, with preference given to businesses located in, or with strong links to Nine Elms. All sponsorship benefits are managed by the dedicated marketing team who work with the Nine Elms Arts Ministry.*

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## Sponsorship applications will CLOSE on 1st October 2021.

Select from the following 3 sponsorship packages or contact us to discuss bespoke options:

### LOCAL SPONSOR £300

#### Website

Your organisation will be listed as an official sponsor on the main page about the Advent Calendar project on the Nine Elms Arts Ministry website, where the trail map will be displayed.

#### Social Media

Regular inclusion in posts on Facebook, Instagram & Twitter via the Nine Elms Arts Ministry profiles, throughout the project.

### EVENT SPONSOR £2k

#### Website

Your organisation will be listed as an official sponsor on the main page about the Advent Calendar project on the Nine Elms Arts Ministry website, where the trail map will be displayed.

Your organisation will be thanked as an official sponsor.

#### Social Media

Special mention on Instagram, Facebook and Twitter via the Nine Elms Arts Ministry profiles, during the run up in November 2021 and throughout the project, to January 2022.

#### Print

Your logo will be displayed on the 15,000 A5 official project flyers, featuring trail maps - distributed in SW8 and SW11 in November 2021.

#### Events

Your organisation will receive 2 guest list invitations for the opening launch event.

### FLAGSHIP SPONSOR

(Two Flagship opportunities available)

from **£10k**

#### Website

Your logo + business details on the main page about the Advent Calendar project, where the trail map will be displayed on the Nine Elms Arts Ministry website.

Your organisation will be thanked as an official sponsor.

#### Social Media

Special mention on Instagram, Facebook and Twitter via the Nine Elms Arts Ministry profiles, during the run up in November 2021 and throughout the project, to January 2022.

#### Print

Your logo will be displayed on the A3 poster and the 15,000 A5 flyers - campaign starts from November 2021 until January 2022, in high footfall locations.

#### PR

Your organisation will be thanked as an official sponsor in all press releases - local and London coverage - print + online.

#### Events

Your organisation will receive 5 guest list invitations for the opening event and 2 guest list invitations for up to 3 other events during the project - dates tbc.



## Contact

To discuss sponsorship opportunities talk to:

Project Director: **Betsy Blatchley - Pioneer Minister in the Arts in Nine Elms**

email: [Betsy.Blatchley@nineelmsartsministry.org](mailto:Betsy.Blatchley@nineelmsartsministry.org)

Call: **07538 234774**

[www.nineelmsartsministry.org](http://www.nineelmsartsministry.org)



@nineelmsartsministry



@9ElmsArtsRev

\*Watch the 2020 project video\* 