

BLACK HISTORY LIVE



Black History Live Sponsorship Pack



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www.blackhistorylive.org.uk

PROJECT BACKGROUND

The project will focus on the history of African and Caribbean people across Kent and Medway.

It aims to tell the story of the African and Caribbean inhabitants of Kent and Medway in the 19th and 20th Century. Telling the story of their contribution to the region, how they arrived here, their work in the areas of trade, industry, what their life was like in the community, their contribution to the arts, education, science and technology. It will enable the wider community not just those that live in the region, but visitors to the region to develop a better understanding of the diversity of the region.

The project will unearth the history of the region and the people that lived there, through speaking to living descendants and current inhabitants to enable them to tell their story of what life was like for them living in the region from a diversity perspective. This will enable their stories to be passed onto future generations. We will also research local and national archives.

The project aims to achieve a number of key deliverables:

1. The findings from the research will be used to develop a Black History exhibition, at the Chatham Historic Dockyard in 2018
2. The material will also be used to develop a learning resource, which will be available online for everyone to access, to find out more about Black history
3. There will be a short documentary that will capture some of the stories of the people from the research
4. There will also be a play based on some of the events and characters during that era. Some of the actors from the play will also feature in the exhibition

THE PROJECT STEERING GROUP

The project is managed by a steering group made up of supporting partner organisations, who are able to offer contributions to the project, be it financial, non-financial, advice, and guidance. Current steering group members and sponsors are The Chatham Historic Dockyard Trust, Medway Council, and Medway Council Black Workers Forum, Mid Kent College, The University of the Creative Arts, The University of Kent, Kent County Council. The project is chaired by Medway African and Caribbean Association and funded by The Heritage Lottery Fund.

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HOW YOU CAN GET INVOLVED AS A PROJECT SPONSOR?

BE A PROJECT SPONSOR

Sponsorship in kind or financing aspects of the project, in return for publicity of the company/organisation brand on material.

We have a number of sponsorship and advertising opportunities currently available.

WHY SPONSOR?

You will have an opportunity to engage with an audience that you may have been struggling to engage with. With the population of African and Caribbean people in Kent and Medway on the increase (last census data showed that there were over 21,000 people of African and Caribbean origin living in Kent and Medway and this figure is still increasing, there has never been a better time to celebrate and promote heritage and to reach out to said community.

Across the members of the project as a sponsor you have potential reach of in excess of 500,000 people across the region via our databases, as well as extensive social media. The project has already received extensive media coverage on ITV, BBC and local radio.

A project of this nature to our knowledge has not been undertaken before in Kent, and as a sponsor you have the opportunity to be part of something innovative and part of creating a legacy.

The project aims to create a legacy that the community can enjoy long after the project has ended so that people can continue to learn about and build on the heritage of said inhabitants.

The following is a list of different sponsorship and advertising packages available at the moment, there may be others available at a later date. We are also happy to consider sponsorship in kind, for example media sponsorship.

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SPONSORSHIP AND ADVERTISING PACKAGES

PACKAGE A

Advertising package for Black History Live events. There will be a number of events taking place throughout the project for which there will be advertising opportunities. There will be a programme available to audiences and you can advertise your event or service in the A5 programme for the following prices: 1/4 Page (£25) 1/2 Page (£50) Full Page (£100)

PACKAGE B SPONSORSHIP PACKAGES

BRONZE SPONSOR

You can sponsor the documentary or the learning resource, for a fee of £2,000. In return your company logo will appear in the credits at the end of the documentary as a sponsor, as well as on the Black History Live website, plus an invite to a Black History Live event.

SILVER SPONSOR

You can sponsor the documentary or the learning resource, for a fee of £5,000. In return your company logo will appear in the credits at the end of the documentary or learning resources as a sponsor, as well as on the Black History Live website. A link to your company website, sponsor mentions on social media plus an invite to a Black History Live event.

GOLD SPONSOR

You can sponsor Black History Live exhibition for a fee of £10,000. In return your company logo will appear in the exhibition publicity, programme, VIP passes to the launch event, sponsor, information on the Black History Live website and social media.

MEDIA SPONSOR

Media sponsors include local and National newspapers, radio stations, online radio stations, magazines. Media sponsors can provide sponsorship through advertising, editorials, media coverage of Black History Live events. The level of return for media sponsors, will depend on the value of the package offered.

Individuals can also sponsor the project with smaller amounts by means of making a donation via the donate button. In return you will get your name acknowledged on the website, unless you wish to remain anonymous. Donations can start from £50 to £500.

The higher the donation the more you can get in return

Please contact us for more information.

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