

Sponsorship Pack **Creative Enterprise Workshops**

*Tailored support to artists, makers and creatives
living in the Liverpool City Region.*

Devised by Make CIC

Make.





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About Make CIC

Make CIC is a purpose-driven social enterprise with several vibrant spaces across the Liverpool City Region. We unite and enrich communities through creativity, art and culture. Whether you want to take part in a class, upskill your creative enterprise, become a resident or commission us for a project – Make is where people turn their passions into prosperity.

You can find out more about us via:
www.makecic.org/about-us/



About the Creative Enterprise Workshops

Make CIC's Creative Enterprise Workshops are designed to help independent artists and creatives navigate the challenges of running a creative enterprise.

Each workshop tackles various topics such as business start-up, marketing, selling online, running exhibitions and much more. They are open to individuals who live in the Liverpool City Region and they are led by experts and local businesses.

These workshops are part of Make CIC's wider Enterprise offering called Enterprise Hub Skills, which is part funded by the European Social Fund.





Creative Enterprise Workshops

Devised by Make CIC
In partnership with
Baltic Creative CIC



Pilot Programme Overview

In September 2022, Make CIC partnered with Baltic Creative CIC in order to run the pilot programme of 9 Creative Enterprise Workshops. We brought on board Local artists, businesses and freelancers who had expertise and lived experience in the topics we wanted to cover. The Creative Enterprise workshops included the following topics:

- Selling art and craft online
- Tips for running a boss exhibition
- Starting your creative Business
- Pricing your online Products
- Getting started on Instagram
- Tips for running a great workshop
- Building your online community
- Instagram for Intermediates
- Accessing Funding in the creative Industries

Pilot Programme

In Numbers

43

independent artists
and makers supported

8

local practitioners
supported

9

topics
covered

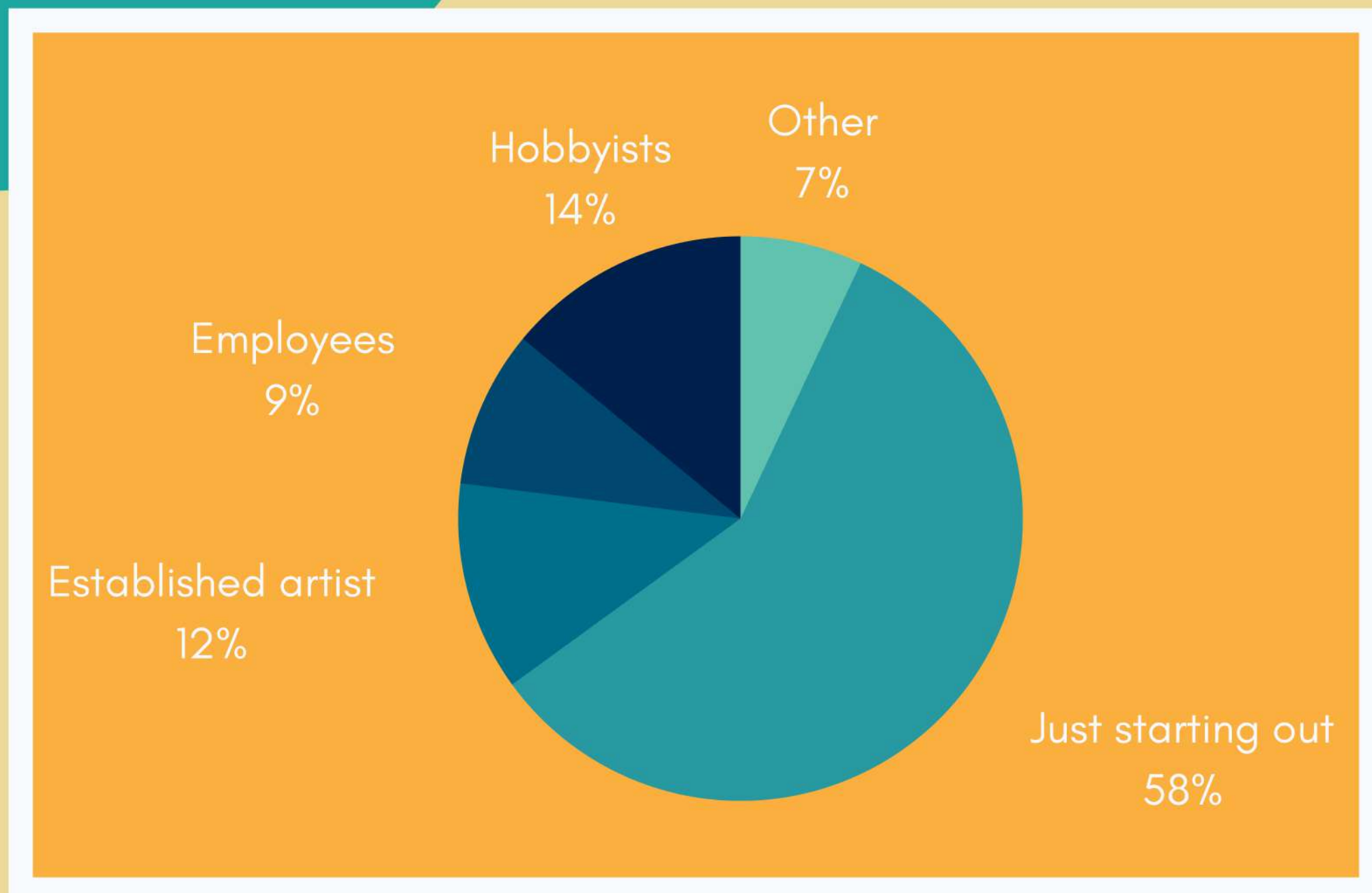
12

hours of free support
provided



Pilot Programme

In Numbers (Economic outputs)



Pilot Programme

In Numbers (Equality, Diversity and Inclusion)

10%

IA BAME

14%

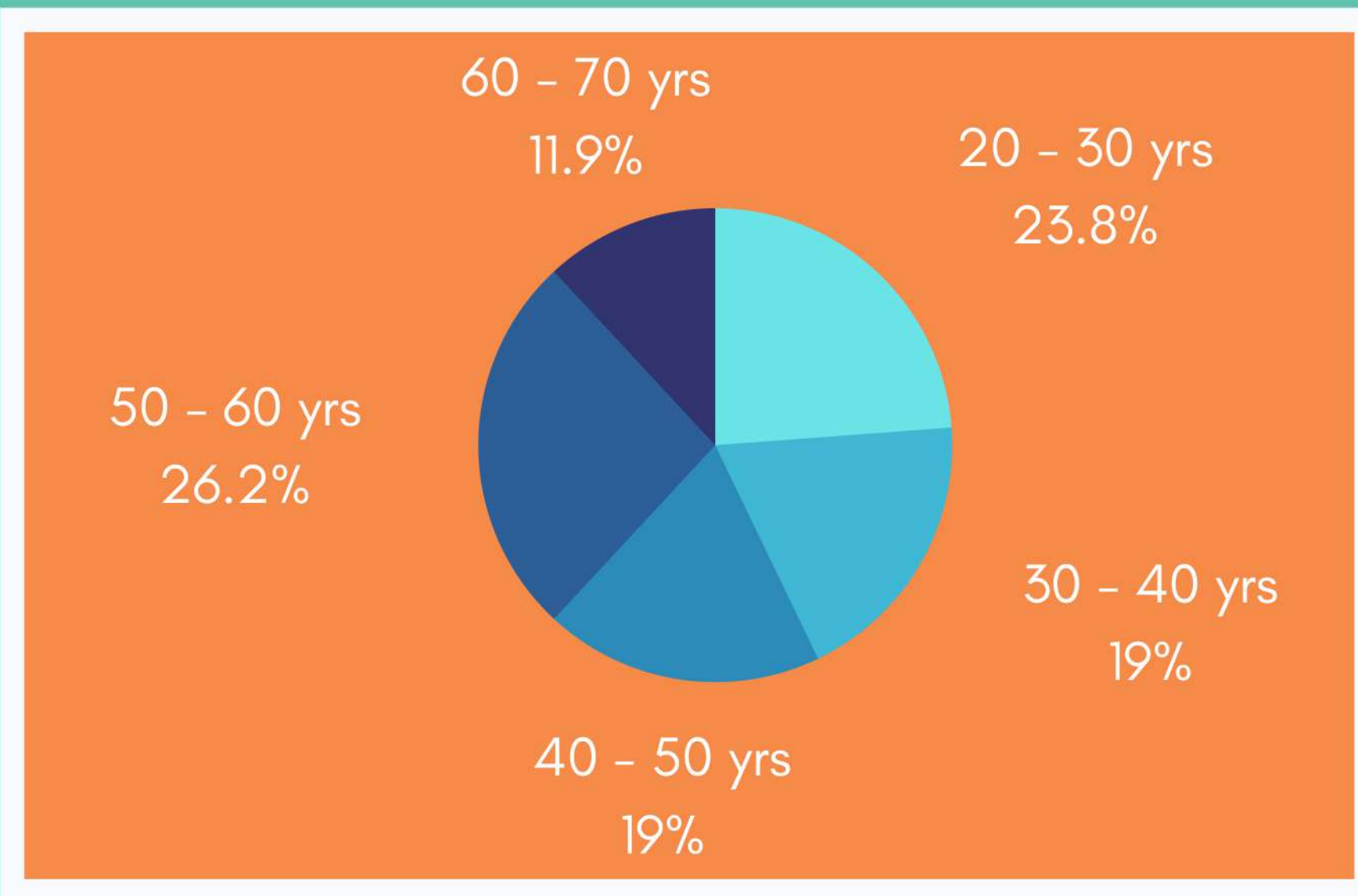
IA having a disability

23%

IA Male

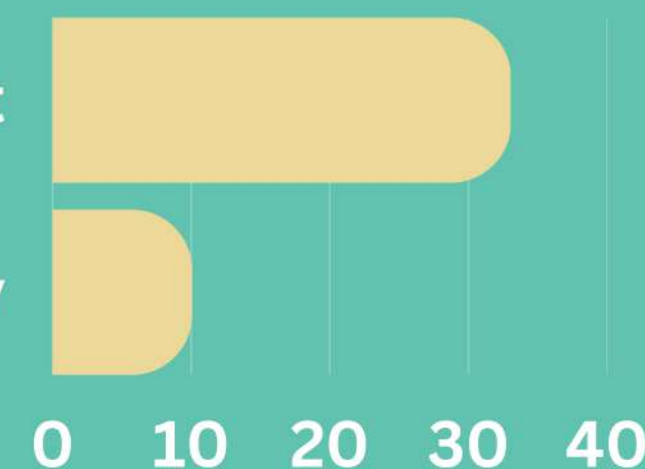
77%

IA Female



Hetrosexual/Straight

Other / Chose not to say



Participants Feedback

85%

rated 5/5
for the content and
practitioners

15%

rated 4/5
for the content and
practitioners

"Brilliant sessions - more please!"

*"It's amazing that these
courses are free. Thank you."*

*"I really enjoyed the interaction
with like minded people."*

*"Excellent opportunity to
learn."*

*"Really great sessions. Super
professional and interesting."*

*"These sessions have been
valuable in progressing my
work as an artist."*

Previous Sponsors

Baltic Creative CIC

"When looking for an organisation to help support the creative community, Make CIC was a clear choice. The team at Make understands creative businesses and their needs. They crafted an astute programme of sessions, covering all bases of business support for freelancers, hobbyists and established businesses alike. From the start of this partnership, the team has been attentive and accessible. AJ has managed the programme brilliantly and provided us with all of the information we needed, with no prompt."

The outcomes of the sessions are undoubtedly positive, shown by the feedback from participants. We feel proud to be partners on a programme which has provided valuable skills for 43 independent artists and makers. Not only that, but by choosing local practitioners to deliver the workshops, Make has further supported the creative economy of Liverpool City Region"

**Becky Seaman, Communications & Administration
Officer at Baltic Creative CIC**



Creative Enterprise Workshops

Huyton

In January 2023, Make CIC acquired a new building in the heart of Huyton Village, Liverpool. Building on the success of our previous Creative Enterprise Workshops, we plan to hold 10 workshops at our Derby Road location between March and June 2023, to provide support to those in the Huyton community and beyond.

This new program will again be part of our larger Enterprise Hub Skills initiative at Make CIC, which is funded by the European Social Fund. However, additional funding is needed to launch the program and to ensure that our workshop leaders are fairly compensated for their time and expertise.





**£4000
(excluding
VAT)**

Sponsorship *Opportunity*

We are looking for organisations that would be willing to sponsor the Creative Enterprise Workshops in Huyton.

Sponsorship would cover:

- Paying each practitioner (10 workshops in total) a fair fee for their time and expertise.
- Paying the practitioner for any additional learning materials such as hand outs.
- Covering travel costs for the practitioner
- Covering tea, coffee and pastries for attendees
- Promotion boosters on social media in order to reach a wider audience
- Printed marketing such a flyers

Sponsorship

Benefits

Social Impact

- Involvement in a Liverpool City Region wide project.
- Involvement in a project which is benefiting the lives of those who operate in the Creative and Maker sector in Huyton and beyond.
- Tangible qualitative and quantitative data which can highlight social impact and promote CSR.

Marketing

- Logo included on all branding materials including those featured on Eventbrite, social media and our website.
- Logo included in all mailouts featuring the Creative Enterprise Workshops
- Dedicated shout out on Social Media
- Mentions in any Blog or publicity around the Creative Enterprise Workshops



3475

Followers



4528

Followers



623

Followers



7665

Followers



2500

Subscribers

Let's Make an Impact!

If you're interested in sponsoring the program or have any questions, please contact AJ (Enterprise Manager) at Make CIC.



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