

Sponsorship Pack **Creative Enterprise Workshops**

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

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.



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



Creative Enterprise Workshops

Devised by Make CIC
In partnership with
Baltic Creative CIC



Pilot Programme

In Numbers

55

independent artists
and makers supported

8

local practitioners
supported

9

topics
covered

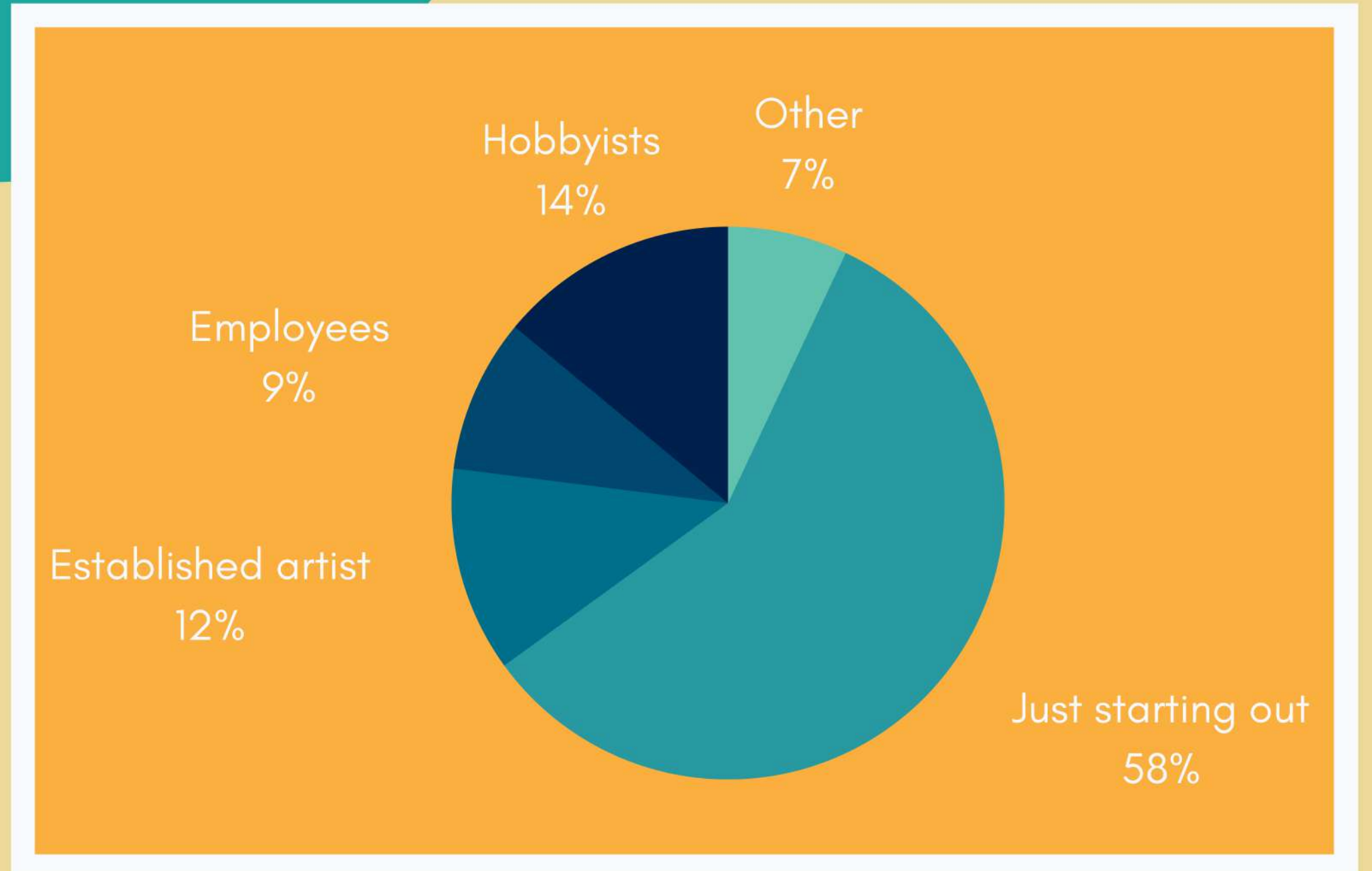
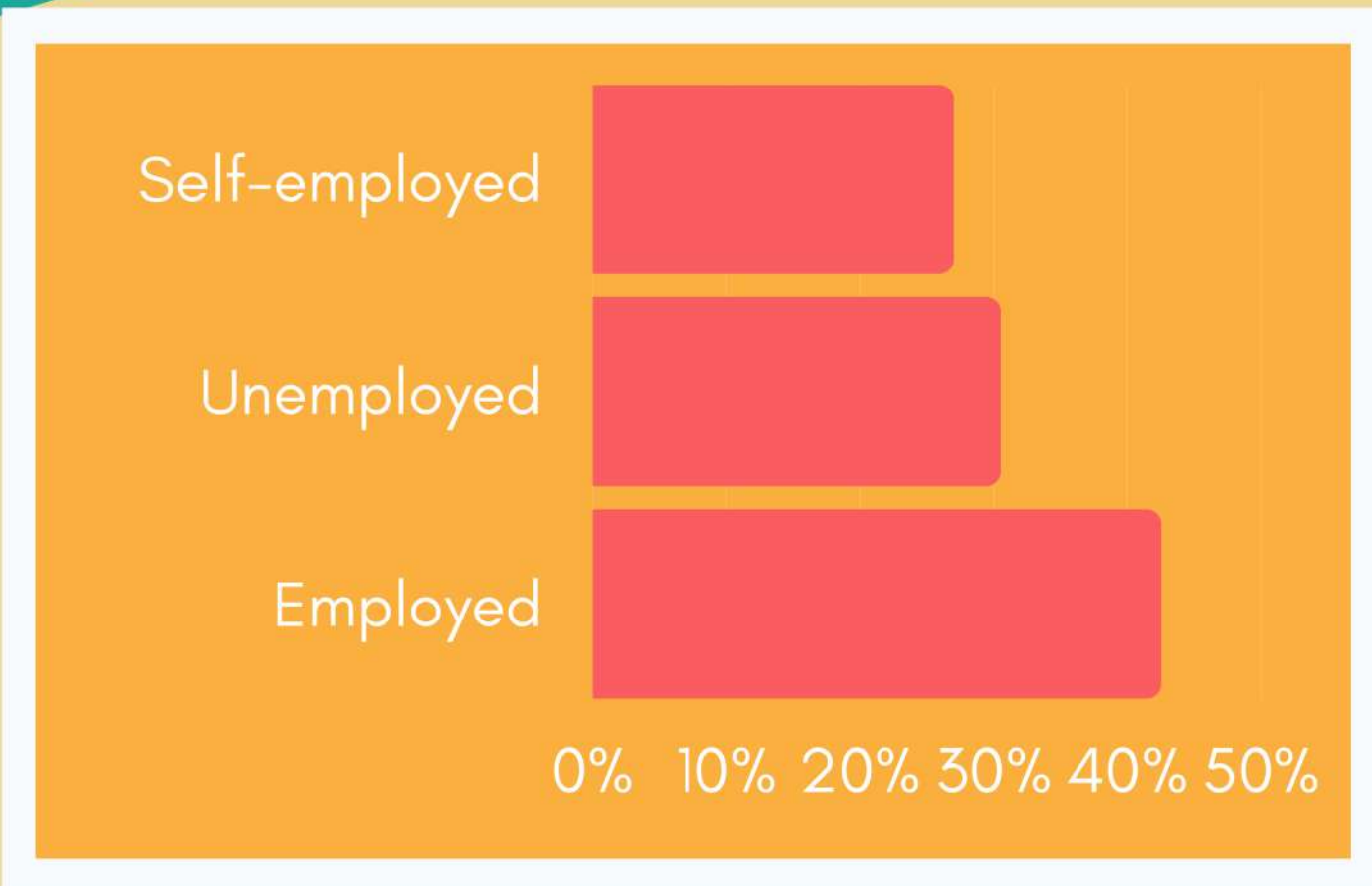
12

hours of free support
provided



Pilot Programme

In Numbers (Economic outputs)



Pilot Programme

In Numbers (Equality, Diversity and Inclusion)

15.5%

IA BAME

12%

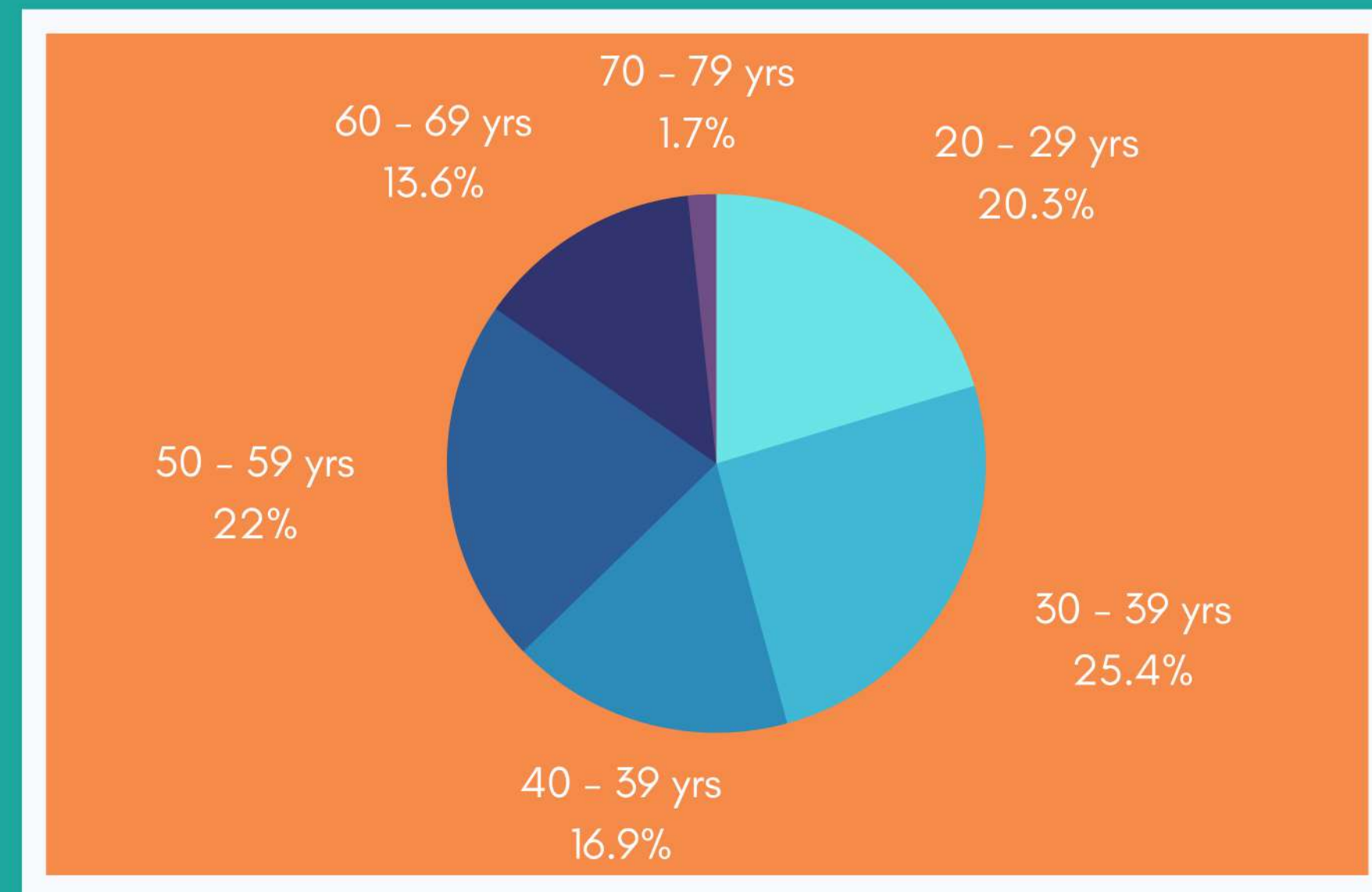
IA having a disability

27%

IA Male

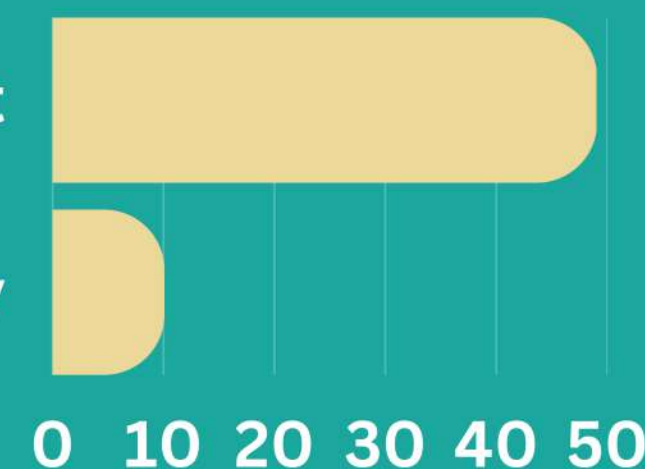
73%

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 located in the heart of Huyton Village, Knowsley. This space will be transformed into workspace tailored for artists, makers, and creatives.

Make CIC plans to host a new series of workshops in this area, building on the success of previous Creative Enterprise Workshops. These workshops will take place at Make on the Corner, located prominently on the high street in Huyton village, from March to June 2023.

The programme's sole purpose is to provide support to the local community, as well as artists and makers throughout the Liverpool City Region. To accomplish this, Make CIC is seeking sponsorship from interested organisations.



Sponsorship Packages



GOLD SPONSOR

£7500.00*

- Logo included on Eventbrite, Social Media and Mailouts
- Dedicated post on all individual social media channels
- Quotes and mentions in all PR, Blogs and marketing relating to the programme
- 1x Free hire one of Make's meeting spaces
- Bespoke Impact Report

SILVER SPONSOR

£6500.00*

- Logo included on Eventbrite, Social Media and Mailouts
- Dedicated post on all individual social media channels
- Quotes and mentions in all PR, Blogs and marketing relating to the programme

Please note: Make CIC is open to discussing alternative sponsorship amounts.

Sponsorship

Impact

Social Impact and Benefits

- Involvement in a Liverpool City Region wide project.
- Involvement in a project which is benefiting the lives of those who work in the Creative and Maker sector in Huyton and beyond.
- Involvement in a project which is situated in an area which is witnessing significant redevelopment.
- Tangible qualitative and quantitative data which can highlight social impact and promote CSR.
- Access to already well established creative and maker network.



Make CIC's Network



3475

Followers



4528

Followers



623

Followers



7665

Followers



2299

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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