

POLISH
SCOTTISH
HERITAGE



Sponsorship Pack

Polish Scottish Heritage

Funders



Partners

Polish Edinburgh Group
Scottish Polish Cultural Association
Edinburgh University Polish Society
Edinburgh World Heritage
Heriot-Watt Centre for European Culture and Heritage

Collaborators

The Wojtek Memorial Trust
Polish School of Medicine
Mapa Scotland
The Sikorski Polish Club
Polish Combatant Association
Edinburgh Society of Musicians
Community Centres and Schools in Edinburgh

Introducing the Organisers

The Polish Scottish Heritage project is being organised by the Polish Cultural Festival Association under the patronage of the Consulate General of the Republic of Poland and with support from the Heritage Lottery Fund and Historic Scotland.

The Polish Cultural Festival Association is a non-profit organization set up in 2008 aiming to promote Polish culture in Scotland and support Polish-Scottish integration. In order to meet our aims, each year we design, fundraise for and deliver a unique programme of educational and cultural events. We use interviews and community consultation to gain inspiration and develop events truly needed by the community in Scotland.

In the past 5 years we have delivered a number of successful projects:

2009

Polish Cultural Festival

Community arts and culture festival (7,000 participated in 20 different events run in venues all over Edinburgh)

2010

Experience of Polish-Scottish Integration

Community consultation

Bajka-Fairytales

Theatre and art workshops for children (20 children acting, 150 people saw the shows)

Confident Careers

Career development workshops for women (60 women took part in total of 3 workshops)

2011

Polish Kaleidoscope

A series of public lectures and cultural events presenting different aspects of Polish modern culture (total audience of 1,525)

2012

Polish Food and Culture Festival

A series of culinary and cultural events (audience 500 people)

In 2013 and 2014, the organisation's work concentrates on running the very interesting Polish Scottish Heritage project.

During the last 5 years the PCFA has gained valuable experience and developed a brand and reputation for delivering high quality educational and cultural programmes.

The diversity of the programmes we have delivered has helped us to establish many positive relationships with mainstream cultural and social organisations in Scotland and Poland as well as build a wide audience. Through our Social Media and network of partners all over Scotland, **we can reach 10,000 people, bringing Poles and Scots together.**



Polish Cultural
Festival Association

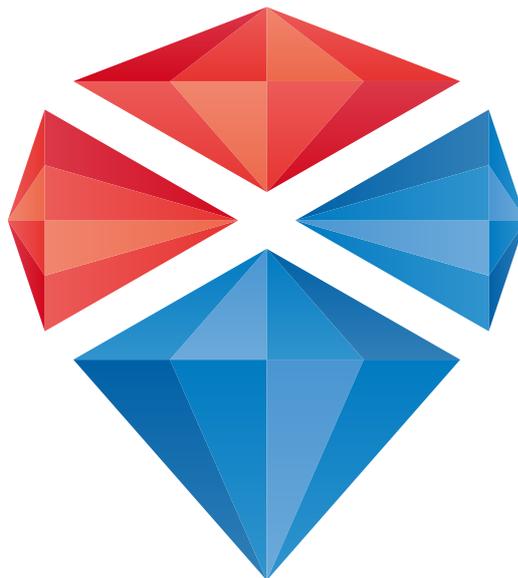
What is our project about?

We invite your organisation to sponsor the Polish Scottish Heritage project, which will be run in Scotland in 2013/2014, culminating with the Polish Scottish Heritage Festival to be held in June 2014.

The project aims **to promote a greater awareness** of Poland and Scotland's shared heritage. It will **gather historical information** and provide interpretation using a variety of multimedia story telling techniques (e.g. photographs, videos, podcasts – prepared in an Oral History sub-project). All of the material will then be organised into an easy to follow and understand 'Heritage Trail' in the format of an interactive map with histories of places, events and people linked to the specific location, all **presented on a website**.

The project will also develop an **outreach programme** to make sure that a greater number and wider range of people are taking an active part in **learning and making decisions** about our shared Polish-Scottish heritage.

Furthermore we will use **Social Media such as Facebook, Twitter and You Tube** to encourage people to participate in developing the trail, discussing our joint heritage, sharing new ideas and promoting the project in real time.



Project Activities

Website

The website will be created to present all the content developed for the project. Written, Video and Audio content will be easily accessible for a wide audience allowing different types of learners to explore the Scottish-Polish Heritage.

Short Documentaries

The short 10-15 minute films will allow for more engaging presentations of a selection of the most important sites and stories of the Polish-Scottish Heritage Trail. The short documentaries will use interviews, current and archived footage/photos and visual effects to create engaging and interesting material. The films will be uploaded to a You Tube Channel created for the project.

September–October 2013

Oral History training and podcasts development

The project will recruit 10 volunteers and train them in oral history techniques, providing them with tools to record and edit into 10-12 minute podcasts a minimum of 12 interviews with people sharing their memories and experiences connected to the specific sites of the Polish-Scottish Heritage.

November 2013

Project Showcase

A multimedia exhibition with a lecture to showcase some of the work we have done on the project. It will allow us to present all the people involved in the project and promote its future activities. The event will be a part of 'Previously – Scotland's History Festival' and promoted by the Skinny and The List magazine.

January 2014

Young Explorers: Polish Scottish Heritage workshops for children

The project will develop educational content comprising hour long workshops for children age 7-12, exploring different aspects of Polish-Scottish Heritage. Workshops will involve minimum of 50 children and their parents.

June 2014

Festival of Polish-Scottish shared heritage

Lasting 5 days, a celebration to raise awareness about the Polish-Scottish Heritage. The programme will include exhibitions, storytelling nights, film screenings, lectures, theater, concerts and re-enactment groups presentations as well as open days in mainstream museums and galleries that present collections related with shared Polish-Scottish heritage.

Events will explore 500 years of joint heritage, telling stories of people, places and events of the shared heritage e.g. the story of Wojtek the soldier bear, or the Polish School of Medicine in Edinburgh.

Sponsorship

Why we are seeking your sponsorship

We have successfully managed to secure 70% of the organisational costs for the project. We need your investment for the remaining 30%. Your sponsorship will help us to meet the costs of the activities, make the programme of the Polish Scottish Heritage Festival more attractive and keep ticket prices manageable.

We are cooperating with the Arts and Business Fund and will be applying for funding to match your contribution £1 to £1. It will allow us to give your company extra benefits and even better value for money (this only applies to the companies that will sponsor us for the first time).

Why sponsor?

The latest figures published by the Office for National Statistics (Census 2011) confirmed what was already visible in the social landscape across Scotland, namely that Polish people are the largest migrant community (67,000) in Scotland. Polish presence is especially prominent in big cities like Glasgow and Edinburgh.

With the expanding Polish community in Scotland, there is growing interest in shared Polish and Scottish history and culture. We believe there are enough people, plus enough interest and intrigue for a Polish-Scottish Heritage project to be embraced by Scotland.

Furthermore we are confident that the project is an ideal platform to celebrate the unique relationship and esteem that Scots and Poles hold for each other and it will provide a great experience for a wide range of audiences.

Therefore, supporting the project will give your company not only the benefit of reaching a wide Scottish audience but also a unique opportunity to connect with the Polish community in Scotland.

In summary

Sponsoring the Polish Scottish Heritage project will give you an opportunity to:

- ◆ **Reach the Polish consumer** through our range of project promotion and marketing strategies as well as during the outreach events we aim to reach 10,000 people
 - ◆ **Marketing tool:** increase your **brand awareness to the Polish market in Scotland.**
 - ◆ **Networking:** Meet decision makers and opinion formers from the Polish Community in Scotland.
 - ◆ **Associate** your brand with **one of the biggest** Polish events in Scotland planned in 2013/2014.
 - ◆ **Social Responsibility:** the opportunity for you to be associated with an event that promotes diversity, integration and mutual understanding.
 - ◆ **Press coverage:** We will get as much press coverage as possible through our media and publicity strategy. We will also work with our media partners to publicise the event extensively. You will be acknowledged as our sponsor in our advertising campaign.
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What we can offer

Three Levels of sponsorship available, along with additional opportunities for individual sponsorship.

Platinum Poles

£10,000

2 positions

two non-competing organizations

- ◆ Top placement on project website
- ◆ Banner and an eye-catching graphic link to your website
- ◆ Watermark on project banner
- ◆ Logo in Short Documentaries
- ◆ Logo on project merchandise (1,000 posters)
- ◆ Logo in project newsletter

- ◆ 20 full passes to all events
- ◆ Public 'Thank You' as top sponsor at all outreach events

- ◆ Listed as Platinum sponsor on all marketing materials
- ◆ Highlighted as a key sponsor in all press releases

- ◆ Full page ad in the Scottish Polish Heritage programme

- ◆ Promotional Campaign through PCFA and Polish Scottish Heritage Facebook and Twitter (3,000 Friends)

Gold Poles

£7,000

4 positions

four non-competing organizations

- ◆ Big Logo on website
- ◆ Banner with an eye-catching graphic link to your website
- ◆ Watermark on festival banner
- ◆ Logo in festival newsletter

- ◆ 10 full passes to all events

- ◆ Listed as Gold sponsor on all marketing materials

- ◆ Logo on print adverts and all promotional materials

- ◆ Full page ad on the programme

- ◆ Promotional Campaign through PCFA and Polish Scottish Heritage Facebook

Silver Poles

£3,000

8 positions

eight non-competing organizations

- ◆ Small logo on website
- ◆ Sponsored link to your website

- ◆ 5 full passes to all events

- ◆ Half page ad on the programme

Other Sponsorship Opportunities

Sponsor a Story

The project team is preparing 30 articles with stories of people, places and events important for our shared heritage. You can sponsor an article which is important to you.

Logo with a sponsored link to your website will be placed on the website next to the article you choose. £1,000

Printed festival programme

10,000 A5-size programmes will be distributed before and during the festival.

Advertising spaces in the programme are available:

- ◆ Full page: £700
- ◆ Half Page: £350
- ◆ Quarter page: £200

Other sizes available case by case.

In Kind Sponsorship

Polish Cultural Festival Association appreciates all forms of support. If you are interested in sponsoring any of the facilities (for example: venue, speaker, print, distribution, help with promotion), please contact us to discuss that further.

These packages can be tailored to meet individual needs.

Media Sponsors

You can now be a part of the **Polish Scottish Heritage** by promoting our project or individual outreach events.

What we can offer: 2 passes to all project events, your logo on some of the marketing materials, and a link on our website.

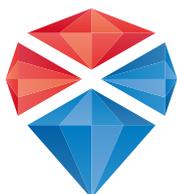
Contact us

Sponsorship team

Lidia Krzynowek
tel. +44 (0) 7704077738
lidia@polishculturalfestival.org.uk

PR & Marketing

Joanna Zawadzka
tel. +44 (0) 7963434441
joanna@polishculturalfestival.org.uk



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