



Sponsorship Proposal

ARTS AND CULTURE IN CARE

Your business can give a brighter day!

Creative
PATHS



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What we do.

For the past 10 years, we have provided fun, beneficial, and meaningful creative activity services and learning to older adults living in care homes and settings.

We provide arts-led creative and reminiscence workshops, commissioned discreet learning for people living in care, art projects, art in care and reminiscence training, and online activity services.

We have a unique skill set which embraces creativity, care and educational skills and this has enabled us to provide impactful services that have increased participant's engagement with others, their well-being, and their confidence.

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Why we do it.

Our aim is to ensure that every older adult living with social care needs has access to creative opportunities and high-quality activity and learning. There are many benefits from participating in arts, creative and culture activities.

Participants in arts-based activity benefit from the following

- Increased social engagement
- A means of self-expression
- Increased opportunities to feel heard and listened to
- A sense of achievement and contribution
- Increased physical activity
- Activity that distracts and relaxes
- Activity that provides opportunity for focus and concentration

And this is just a few of the benefits that this type of activity can bring!





471

Care residents on our
access learning 22/23

Over

1500

Care residents accessed
our workshops 22/23

52

Care settings
visited in 22/23

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Our Impact.

"Karyn, ran a fantastic reminiscence workshop where our residents were fully engaged in social stimulation through meaningful memories and visuals props.

These workshops give so many benefits to our residents of Lancaster Grange and we feel very privileged each time they visit us." Charlotte - Activity Coordinator - Lancaster Grange

"We have had a wonderful afternoon Reminiscing with Creative Paths.

"Today was all about the old workers of Nottingham, from the mines down to Players we had a very interesting afternoon, the residents thoroughly enjoyed it and even sat for an hour afterwards telling each other their stories" Lorna - Activity Coordinator - Coppice Lodge

"Today we welcomed Chris from Inspire to deliver a fabulous and engaging Creative Reminiscence session on school, toys and games! The residents and families loved it!" Nia - Activity Coordinator - Maun View Care Home

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TIER 1

A flexible sponsorship in your chosen care home from **£80.00** *

- One inhouse creative or reminiscence session, for up to 2 hours delivered to a care home of your choice from our workshop programme - £90.00 inclusive
- One online reminiscence session, for up to 2 hours delivered to a care home of your choice - £80.00
- One in house session, for an individual on bed rest living in a care home of your choice - £90.00

You nominate your care setting

TIER 2

A full annual programme of regular workshops in your chosen care home *

- A monthly programme of inhouse creative sessions, for up to 2 hours delivered to a care home of your choice from our workshop programme - £1080 inclusive
- A twice monthly programme of inhouse creative sessions, for up to 2 hours delivered to a care home of your choice from our workshop programme - £2160 inclusive
- A weekly programme of inhouse creative and reminiscence sessions, for up to 2 hours delivered to a care home of your choice. - £4680 inclusive

Make a difference in your community

TIER 3

Provide maximum impact in your chosen care home *

Sponsor a care homes full arts and cultural programme

- Weekly creative/reminiscence workshop
- 4 one to one sessions a month for residents on bed rest
- Quarterly art course box

Box 1 - Watercolours,
Box 2 - Silk painting,
Box 3 - Papercrafts,
Box 4 - Modelling crafts

- Mentoring session - A two hour mentoring session with resources and tips and ideas for creating an arts and culture led programme of activity in your care home.

Total £5800.00

EXTRAS

VR Wellbeing

£1200 per subscription

Reminiscence Training
In house £500



Sponsor a care home's activities

* All in house sessions must be in a 20 mile radius of Nottingham, we can offer further afield at an extra cost or offer online.



What's in it for you?

Sponsoring Creative Paths activities in care can help to enhance your professional reputation and show the public that your company is committed to making a difference in the world.

There may be people in your staff team who have personal experience of a family member in care, your teams could choose together and gift a care home a workshop.

Sponsoring a not-for-profit organization is a great way to increase visibility for your brand. By associating your brand with a cause, you can reach a wider audience, many of the care homes we work in have over 60 residents living in them, they are regularly visited by loved ones, carers and professional health care staff.

Your sponsored care home will display a certificate of sponsorship with your company name, will mention your company in social media posts and newsletters, and request permissions from their residents for photo sharing for your own promotion of your sponsorship.

Your company logo will appear on our designated sponsorship webpage and promotional material for our sponsored activities.





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