

Waterford Youth Arts: Investing in young people



Some of our young members taking part in St. Patrick's Day Parade 2015 where we won best community entry.

Our shared commitment to their future

Our Impact - Waterford Youth Arts is one of the leading and longest established youth arts organisations in Ireland. Based at the Arch in Barrack Street, our doors are open to all. As a regional arts resource, we enable young people (ages 3-19) to participate in creative activity as a means of self-expression and development. Through workshops, classes, small performances, exhibitions and larger productions during the year, young people can find a space to explore creativity and develop their talents. We also offer a full suite of services at a local and regional level for individuals, schools and community groups.

Through our core arts programmes, various annual events and our youth work, we engage with young people from all backgrounds, as well as vulnerable and marginalised communities. Empowering young people to express themselves, to learn new skills and to develop their potential in a nurturing environment.

Young people are at the heart of everything that we do.

We estimate that over 10,000 young people have come through our doors since we first opened 30 years ago.

With your help, we can reach 10,000 more.

By supporting the work that we do, you will be investing in young people, supporting emerging young artists, helping to create their futures, and shaping change in local communities in Waterford and the wider South East region.

Waterford Youth Arts: Sponsorship Options 2018

Ways to support / ways to give. There are many ways in which individuals, companies and corporate sponsors can become involved with Waterford Youth Arts. With flexible options and a busy annual events programme, we are happy to discuss your ideas and tailor packages to suit your budget and marketing objectives.

It is important to us to ensure that companies receive a strong return on their investment and benefit (where appropriate) from positive media coverage and publicity in return for working with us. Owing to our charitable status (more details enclosed), most donations and sponsorship activities are fully tax deductible.

As a registered charity, all of our income goes back into our arts programmes for young people. While we operate with a specific amount of public funding each year, our resources are always stretched. Any support that your business can provide is welcome and will assist us to enhance the lives of young people from all over Waterford and the region.



Members enjoying workshops in dance and drama.
WYA provides a broad variety of workshops for ages 3 - 19 years.

The following outlines some of the options currently available:

Access Fund.

Our access fund is a way for companies and individuals to donate any amount they can afford directly to the Waterford Youth Arts core workshop programme. The Access Fund will do exactly that....provide individual young people (ages 3-19) with access to core learning programmes. With your help, young people from some of the most disadvantaged areas will be able to experience all that we have to offer at Waterford Youth Arts, gaining access to some of the best arts practitioners, mentors and teachers that WYA has to offer.

The access fund is there to assist young people to attend workshops and classes at greatly subsidised rates or ideally on a complimentary basis (subject to the amounts donated).

Workshops include:

Visual Art, Teen Art, Ceramics, Creative Writing, Dance, Drama, Film, Music, Samba Drumming and more.

All amounts are welcome and will help make a difference. You can donate directly to our access fund via the 'donate' button on our website, www.waterforyoutharts.com or you can send donations to the access fund by cheque.

People can opt to spend €25 / €50 / €75 / €100 / €200 / €any amount



The cast of the highly successful Summer Production 2014, 'The Crucible' by Arthur Miller directed by Jim Nolan

Core Sponsor 2018

WYA core programme of activities includes a wide variety of workshop programmes for young people as well as various productions, exhibitions and other activities throughout the year. Your company is welcome to come on board as our core sponsor for 2018. Sponsorship would support our core learning programmes for 2018 and allow us to reach even more young people from the City and region. Your sponsorship will have real results and a lasting impact on the lives of young people. As our core sponsor for 2018, your company would benefit as follows:

- Be aligned with all of our main activities for young people locally and regionally.
- Most importantly, when compared with traditional print advertising, sponsorship of our programmes gives a meaningful, impactful and long lasting return on your investment.
- Company logo included on all marketing materials incl. over 500 young people wearing 2018 T-shirts with Company logo on reverse
- Gain from associated publicity, press coverage and visibility at our events.
- Be acknowledged on the Waterford Youth Arts website and through all of our social media channels.
- You would also be welcome to attend events and receive regular updates and feedback about our progress/testimonials from our members etc.
- We would approach any core sponsorship as a partnership and work with you to ensure that you gain strong ROI from your investment and meet your marketing objectives.

As it stands, we currently provide 76 hours of workshops per week for young people. With your help, we could deliver even more. To find out more about becoming our core sponsor for 2018, please contact Cathy Hanrahan, Development and Administration tel. 051-879377 email cathy@waterfordyoutharts.com

Cost to Sponsor : €8K



Samba drummers in action

Sponsor an Event:

Waterford Youth Arts is a hive of activity with events running throughout the year. Event sponsorship is a highly effective way for your business to engage with us, supporting young people in a positive and meaningful way while also promoting your company and gaining publicity/ media coverage associated with our events.

Typically events include:

Art exhibitions / Theatre productions / Film productions and launches / Public Readings and Book launches / Dance Productions / Youth Concerts / Participation in festivals.

Cost to Sponsor : €500 - €2K (depends on the project)

Here are seven examples:

- 1.) Waterford Youth Arts Summer Theatre Production** - Without doubt the biggest and most notable event of the WYA annual calendar. Young people are given the opportunity to work as part of a full scale production, working side by side with seasoned professionals and leading directors. This culminates in them being able to stage a professional production in Garter Lane during the Summer months. In recent years WYA has worked with some of the best national theatre directors including Jim Nolan from Waterford and Jimmy Fay who is the AD of the Lyric in Belfast. Two years ago 2016 we had the services of local director Liam Meagher and again in 2018 we are planning to work with Liam again.

Generally the summer theatre project can either be a new play especially written for the company, a devised show with the cast or a new version of a classic. If a new work is chosen to be made the script will be written by a local writer. At present five writers have been asked to submit a new work and one of these will be chosen to be the script for the Summer Production. This is a fantastic opportunity for your company to sponsor a cultural event which will be promoted by WYA and Garter Lane Arts Centre jointly. It is always a challenge to meet the running costs of a professional style theatrical production.

Some of the benefits to your company would be as follows: Association with production and given sponsor status e.g. WYA and Garter lane in association with (Your Company) presents... Advertisement and acknowledgement in the theatre programme, Invitations to Opening night where staff and invitees meet cast and director Acknowledgement in all media press releases, website social media etc.

Invitations for staff and their families to see preview of show Cost to Sponsor €2K



Director Jim Nolan led cast and crew for 'The Crucible' - Summer Production.

**'An engrossing drama....simply outstanding',
- Conor Nolan, Waterford Arts Officer**



Using your hands and your creativity.

2.) Waterford Youth Arts Summer Programmes

A special series of events which take place during the Summer months.

Includes: Summer Camp (ages 4-6, 7-9 & 10-13)

Summer School (ages 13-19) which area a series of Masterclasses, Film School & Animation programme.

The Summer programme is designed to give young people access to enjoyable creative activities. In addition to being a source of productive, meaningful and artistic engagement, the Summer programme gives young people a sense of belonging, a space where their voices can be heard and helps them to learn new skills. We are about to launch the Summer programme for 2018 so this is a timely opportunity for your business to get involved and partner with us. Sponsorship of this programme could include covering some of the programme running costs, equipment, branded t-shirts/backpacks for the kids participating and possibly a day out or picnic/family event at the end of the Summer. Your sponsorship would help us to reduce the cost of attending for young people, broadening access etc. Benefits to your company include visibility on all WYA media outlets (facebook and Website) / in all press releases / on printed

literature

Cost to Sponsor €1K



Photo shows two members of WYA Creative Writing Group, Rose Keating and Niamh Keegan, winners of the Sean Dunne young poets award. Rose also won a 'Write Here, Write Now' national writing competition for new writers run by Hot Press Magazine. A great achievement for these two young writers

3.) 'The Lit' - a new national literature festival for young writers and readers.

The programme operates on two levels, firstly guest authors and panel discussions to inspire readers and writers alike, and practical, fun workshops to enhance and encourage young writers' practice. This programme will run over two days in November 2018 and will also offer opportunity for young people to meet and socialize with plenty of opportunity for fringe events to enhance core programming. This festival is the first stand alone programme of its kind in Ireland and WYA are committed to it being of the highest artistic quality whilst also catering to the needs of young writers. (€2,000 overall sponsor)



Photos of recent video production called 'Coma' which was written, directed, crewed by young people aged 13 - 18 years.

4.) Youth Film Productions

At Waterford Youth Arts, we give young people the opportunity to gain skills in filmmaking via a series of film workshops which run throughout the year. These short films give a very good experience to all involved in the practical aspects of making films. It also introduces the young people to local actors and locations etc. and is very beneficial to them if they decide to go on to work in this area.

Sponsors will get usual benefits plus opportunity for exposure at Film Launch, Youth Film Festivals and be credited on the film which will eventually be on You Tube for posterity.

Cost to Sponsor : €500



Over 400 people attended the premiere of 'Ballybricken film as part of the Imagine Arts Festival.

6. Social History Films

WYA worked with young filmmakers Mark Power and Keith Currams to produce a series of historical documentary films about specific areas of Waterford City, Barrack Street, Ballybricken, Down the Town and St. Johns Park. A window into the social history of previous generations, the films gained great support from the public with associated press coverage, online publicity and over 10K hits on Youtube. The films were released as a DVD set which sold out in a matter of weeks. With plans in place to produce many more in this series, this would be an excellent opportunity for a local business to sponsor an interesting and worthwhile project which the wider local community.



Some images from 'Viewfinder' an exhibition at Garter Lane Arts Centre.

7.) Visual Art Exhibitions

The Visual arts side of WYA have had two major visual art exhibitions which saw the young people curate artwork from both the local Municipal Collection and Arts Council Collection. As well as selecting the work the young people also interpreted each piece and the children's work appeared alongside the work by the professional artist. These were two very successful projects and one that we hope to replicate with other collections>

Cost to Sponsor: €700



Buddy Up Campaign / Schools Initiative

Another unique way to work with us is to get involved in our 'Buddy Up' campaign. Waterford Youth Arts currently works with a wide range of schools in Waterford City and County, providing them (where possible) with subsidised access to creative activity for their students. We are currently developing a new initiative which will assist the corporate sector to work more closely with local schools, especially those in designated Deis areas (Schools with a disadvantaged status from Dept. of Education). As part of our 'Buddy Up' campaign, your company can partner with Waterford Youth Arts and a local school to adopt a school or class on a per term or per year basis. You will essentially be sponsoring (a term of) workshops for a class /classes from a school of your preference. Schools will be able to choose from a variety of art forms. At Waterford Youth Arts we have a full team of expert artistic practitioners available. Covering all main art forms, our practitioners include specialists in art, ceramics and clay work, creative writing, dance, drama, filmmaking, music, samba drumming and more. 'Buddy Up' today and you can bring specific arts programmes into schools, igniting young imaginations and becoming a part of an exciting and positive movement. It's all about giving young people the gift of creativity, empowering them and shaping artists and leaders of the future.

Cost to Sponsor : €500 and upwards



Issues Based Programmes for Schools & Community Groups:

As well as providing workshops in a range of art forms, we provide schools and community groups with tailor made issues based programmes on specific areas such as bullying, positive mental health, suicide prevention, youth social inclusion and other relevant areas of interest to them. To sponsor a once off/issues based programme which may be of interest to your organisation and to groups within schools or community groups, please contact Cathy Hanrahan at WYA tel. 051-879377 email cathy@waterfordyoutharts.com

Cost to Sponsor : €4K and upwards.

Please Note: Waterford Youth Arts: Organisational Structure/Charitable Status

Waterford Youth Arts Ltd is a company limited by guarantee registered in Ireland. We are a registered charity (CHY13110). As a registered charity, all of our income goes back into our arts programmes for young people. The organisation is managed by a skilled and experienced Board of Directors and Management Committee from the business and community sectors. We also have a core team of experienced staff who operate in accordance with our ethos and values. A not-for-profit company, all resources are dedicated to the objects of the company. Waterford Youth Arts is also an 'Approved body' for Education in the Arts by the Minister for Finance and an approved body for receipt of tax deductible donations for education in the arts.

We thank you in advance for taking the time to review this information and welcome all enquiries in relation to sponsorship or support. There are many ways in which your business can work with us at Waterford Youth Arts. It is sometimes as simple as connecting with us (link to FB/Twitter/Email/Web), volunteering, keeping in touch or attending one of our many events. We hope that your business will keep us in mind for future opportunities. We see all sponsorship projects as a shared investment in the future of our young people. Help us to create a future and shape change in generations to come.