

# Phoenix

WORLD-CLASS CINEMA AND DIGITAL ART

A photograph of a young child with dark hair, wearing a light blue t-shirt, reaching up with both arms towards a black net hanging from a bare tree branch. The net has two small white circular spots and a jagged bottom edge. The background is a solid light blue.

2020 | BE PART  
OF IT

**CORPORATE AND INDIVIDUAL  
GIVING OPPORTUNITIES**

# PHOENIX IS LEICESTER'S INDEPENDENT CINEMA AND ART CENTRE

**Phoenix 2020 is our plan to double in size.  
We invite you be a part of it.**

## FILM AND ART ENRICH US ALL

At Phoenix, we believe film and art have the power to enrich all our lives.

Watching a movie or visiting a gallery can both inspire and entertain, offering us fresh perspectives on our lives, and those we share our world with. They bring us together, make us happier, healthier and better equipped to contribute to society.



## BRINGING THE BEST TO LEICESTER

As an independent charity, we're proud to bring to Leicester some of the best film and art the world has to offer, to push creative boundaries and celebrate our city.

Last year, with support from our funders at the British Film Institute, we screened over 350 different films from 38 countries.

We're one of Arts Council England's selected 'National Portfolio Organisations'. Our digital art programme explores some of the most challenging aspects of modern life where art, science and technology intersect.

## OUR 2020 VISION

In just 10 years, we have more than doubled our annual audience to 220,000 visitors. Based in Leicester's Cultural Quarter, Phoenix has become one of the city's most popular cultural venues, the centre of a thriving creative community in one of Europe's most diverse cities.

With just two cinema screens and a small gallery, however, our future growth is now limited by venue capacity.

**PHOENIX 2020 IS OUR PLAN TO EXPAND AND  
BECOME A FOUR SCREEN INDEPENDENT  
CINEMA AND DIGITAL ART CENTRE BY 2020**

Within five years, we expect to double our audience once again and reach out to many more people who may currently miss out on our work.

The plan is well under way and we already have planning permission and £5.5 million in place. We now need to raise at least £500,000 more to start building in 2020.

**WE ARE LOOKING FOR CORPORATE  
SPONSORS AND INDIVIDUALS WHO WOULD  
LIKE TO HELP US MAKE IT HAPPEN**



# HELP US BUILD ONE OF THE UK'S BEST CINEMA AND ART VENUES

## ...WITH YOUR NAME ON IT

Phoenix 2020 is our plan to extend our current venue and double the number of people we reach.



### Two new cinema screens

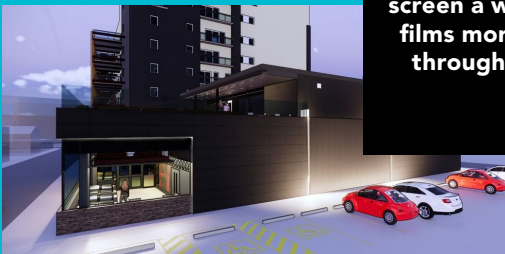
giving us a total of four auditoria to screen a wider range of films more frequently throughout the day

### A new first floor bar and roof terrace

providing a special space for cinema and arts events and relaxing in the Cultural Quarter

### A superb new digital art gallery

double the size of our existing space, in the heart of the expanded building - enabling us to bring larger scale world-class artwork to the city



### A bigger Café Bar

doubling seating capacity of our existing ground floor café, with an expanded kitchen

### Improved spaces for learning and creativity

enabling us to expand our education and skills programmes





# PARTNERSHIP OPPORTUNITIES

**With your support, we'll make Phoenix 2020 a reality.**

We are keen to talk to businesses and individuals who can support our charitable ambitions – and in doing so raise their profile and engagement with our public visitors and stakeholders.

You will be in good company – we already have the backing of stakeholders including Leicester City Council, De Montfort University, Arts Council England, the British Film Institute, and major trusts and foundations.

With over 80% of the funding for Phoenix 2020 already in place, your contribution will make all the difference.

## CORPORATE SUPPORT

**We want to work closely with a limited number of corporate sponsors to achieve mutual business growth. To help you grow your business, we will:**

- Associate your business with Phoenix – a much-loved independent brand which celebrates ambition and excellence in film and art.
- Raise your profile and build sustained awareness with our customers – the majority of whom visit Phoenix monthly.
- Raise your visibility around Phoenix 2020, one of the most significant investments in our region's arts and culture in recent years.
- Position your organisation alongside our local and national stakeholders.
- Host events and deliver benefits to your staff, partners and customers.
- Align your products, services and social responsibility aims to selected themes in our cinema and digital arts programme.

## INDIVIDUAL SUPPORT

**We would love to gain the support of individuals who share our belief in the power of film and art to enrich lives.**

Film and digital art are two of the most universally accessible art forms: cinema audiences continue to grow nationally – despite the rise in streaming services – and the Internet is transforming how art is created and consumed.

As a charity, our cultural programme provides a 'window on the world' – engaging a wide range of interests from entertainment, through cultural storytelling, the exploration of heritage, to many of the big issues facing society.

With Phoenix 2020 we will develop our programme further and reach more people, offering them more opportunities to watch, to learn about and – if they wish – make great film and art.

We would be delighted to discuss how you can make a difference through a charitable gift or donation. We offer a number of high-profile options to recognise the generosity of donors.

**IN RETURN FOR YOUR SUPPORT, WE OFFER A RANGE OF VALUABLE BENEFITS OUTLINED IN THE THREE SPONSORSHIP PACKAGES OVERLEAF**

# SPONSORSHIP PACKAGES

	2020 PARTNER	BUSINESS PARTNER	PROGRAMME PARTNER
	£15,000 per year	£10,000 per year	£5,000 per year
<b>BRAND NAMING RIGHTS</b> high profile public space	Brand-name a special public space (e.g. cinema, art gallery, roof terrace bar), where our unique cultural programme attracts a significant footfall 363 days a year	–	–
<b>PROGRAMME SPONSORSHIP</b>	An exclusive cultural event in partnership with Phoenix that aligns to your brand	–	An exclusive cultural event in partnership with Phoenix that aligns to your brand
<b>HOSPITALITY EVENTS</b> exclusively for your customers, partners or staff	3 drinks receptions	2 drinks receptions	1 drinks reception
<b>ADVERTISING</b> your advert in the Phoenix monthly brochure	4 full-page	4 half-page	2 half-page
<b>BRAND RECOGNITION</b> logo credit in: foyer, website, brochure, on screen before most films, annual report	All – headline	All	All
<b>CINEMA USE</b> for your exclusive special event	One event in our 220 seat high spec cinema for your staff or client function	One event in our 120 seat high spec cinema for your staff or client function	–
<b>FREE CINEMA TICKETS</b>	50 tickets a year redeemable on most events	30 tickets a year redeemable on most events	20 tickets a year redeemable on most events
<b>MyPHOENIX PARTNER CARD</b>	A range of discounts on tickets and Café Bar for your staff or clients	A range of discounts on tickets and Café Bar for your staff or clients	A range of discounts on tickets and Café Bar for your staff or clients
<b>EVENT HIRE</b> conferencing, meeting room and cinema hire	30% discount on hires	25% discount on hires	20% discount on hires
<b>NETWORKING OPPORTUNITIES</b> at all Phoenix art launches and special events	Invitations to all arts and cinema VIP launches	Invitations to all arts and cinema VIP launches	Invitations to all arts and cinema VIP launches
<b>ACCOUNT MANAGEMENT</b>	Trustee, CEO or Senior Manager	Senior Manager	Senior Manager

Terms and conditions will apply

## OPPORTUNITIES FOR SMALLER BUSINESSES

We also offer a range of affordable options for smaller businesses and individuals to support Phoenix 2020 – through our 2020 I BE PART OF IT fundraising programme.

Find out more at [phoenix.org.uk/donate](https://phoenix.org.uk/donate)

# OUR AUDIENCE

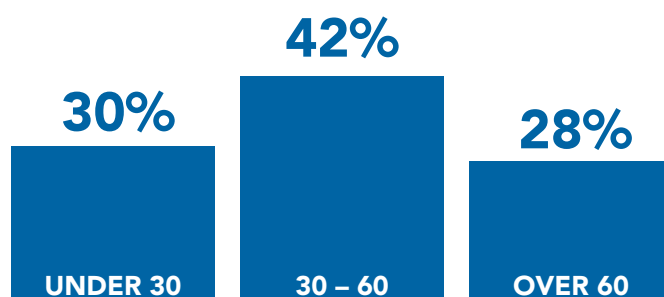
Phoenix enjoys levels of customer engagement, loyalty and satisfaction most brands can only dream of.



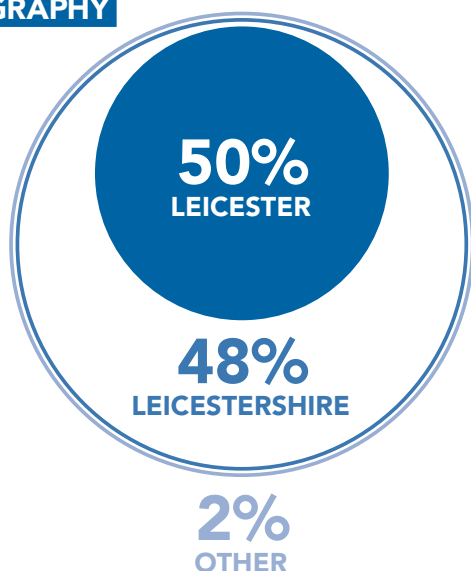
## REACH



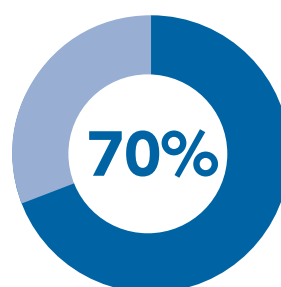
## AGE



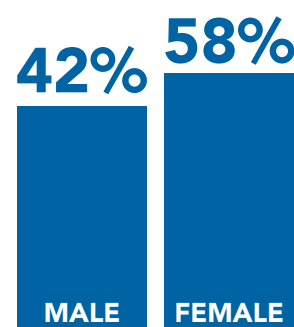
## GEOGRAPHY



## ABC PERCENTAGE



## GENDER



**FIND OUT  
MORE**

**For more information visit**

**[phoenix.org.uk/sponsor](https://phoenix.org.uk/sponsor)**

**To discuss corporate and  
individual support, contact**

**[john.rance@phoenix.org.uk](mailto:john.rance@phoenix.org.uk)**

**Phoenix**

**SUPPORTED BY**



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



*Phoenix is a charity, registered as Leicester Arts Centre since 1989*