

PORTSMOUTH  
**GUILDHALL**

# THE **BASE**

**SPONSORSHIP  
PACK**

A CREATIVE SPACE FOR YOUNG PEOPLE

# THE BASE

OPENING LATE SPRING 2024

We are creating one of the most unique and innovative creative spaces in the country which will give young people access to:

- A band rehearsal room with backline equipment
- A studio with DJ mixing space
- A large AV suite with specialist software
- Performance space
- Lounge & Exhibition area



SCAN HERE  
TO SEE MORE

*"For any young person, THE BASE is a place that provides a warm welcome, a friendly atmosphere and someone to talk to if you need to, somewhere you can escape to if life isn't dealing you the best cards."*

– Young Person

# THE BASE

The Base is a creative space for young people to explore, collaborate and perform. Located in the basement of Portsmouth Guildhall, this innovative environment offers the opportunity for young people aged 11-25 to meet and explore their creative potential.

The Guildhall is located in one of the most deprived wards in England. Young people in the region face systemic barriers to engagement with the arts, including location and access, cost, a lack of facilities and attitudinal barriers. Post-pandemic, it has also been widely reported that young people have become more disengaged and isolated, with one in four suffering heightened anxiety and poor mental health.

*"The charity... has provided our boys and many more young people with a lifeline in difficult times. A place they can be themselves and so many opportunities to grow as people and as artists."*

– Parent

The Base provides a safe space giving young people access to a band rehearsal room with backline equipment, a small studio with a DJ mixing space, a large AV suite with specialist software, a performance space and a lounge and exhibition area. Our vision is for The Base to be a catalyst for creativity and collaboration, with specialist programmes and workshops delivered by some of the foremost practitioners in the sector to support young people in building confidence and achieving their creative objectives.

Workshops are provided free of charge, and include songwriting, spoken word, rap and poetry, mural painting, music video creation and singing with our Urban Vocal Group.



# THE BASE

## A SPACE INFORMED BY YOUNG PEOPLE, FOR YOUNG PEOPLE

We believe in the importance of a youth-led approach to engaging effectively with young people. Our Youth Advisory Panel gives young people a decisive voice in the operations of the Base, allowing them to take ownership of a space where activities are informed by them, for them.

*"I am really passionate about youth voice and involvement. I think that young people are the future of everything, so they should be included in everything too."*  
 – Ace, The Base Youth Panel member

## AARON'S STORY

Diagnosed with anxiety disorder, Asperger's and ASD, Aaron was bullied at school and so was home schooled from Year 8. Although he always had a passion for singing, Aaron found his anxiety peaked when in a crowd, so he preferred spending his leisure time at home in his room, shut off from a world he felt was both frightening and dangerous.

After beginning his studies at college, Aaron decided to set himself a personal goal – to follow his passion for singing. After reading about the Urban Vocal Group (UVG) in a local newspaper, he made the decision to attempt to overcome his fears and join the group. The UVG team worked with Aaron to create an environment that enabled him to participate in the session, helping him understand his 'trigger points', providing a safe space for him to go and a member of staff to support him if he became anxious.

Although he did not feel confident enough to sing at his first concert, attending the gig inspired him to perform his first solo two days later in front of his peers at college. Aaron's journey with UVG has seen him grow in confidence in both singing ability and social skills, and he has built up strong relationships with staff and peers.

*"It has well and truly opened my world up and I know for a fact that UVG is the reason why I am who I am now... without this massive part of my life I don't really know what my life would be like now, but I do know I wouldn't be who I am today."*

## ABOUT US...

We are The Guildhall Trust, an independent charity that manages Portsmouth Guildhall and delivers a range of inspirational opportunities for the community.

**Our core aim is to inspire, engage and improve the lives of our community.**

Our goal is to provide creative opportunities, thereby encouraging both individuals and communities to engage with culture to inspire, entertain and transform lives. Our 'Get Involved' programmes provide a range of workshops and activities for all ages, allowing people to develop and explore their passion for music and the arts.

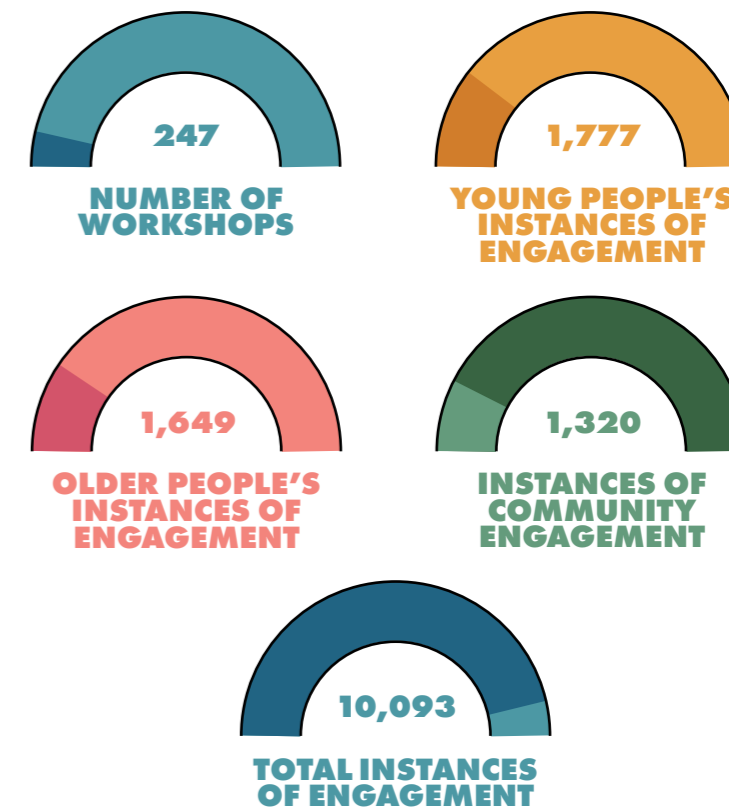
The Guildhall Trust is funded entirely by our charitable activities, and we rely on the generous support of organisations like yours – people who understand the joy and power of live performances.

## THE GUILDHALL TRUST – 2023 PORTSMOUTH GUILDHALL ENGAGEMENT

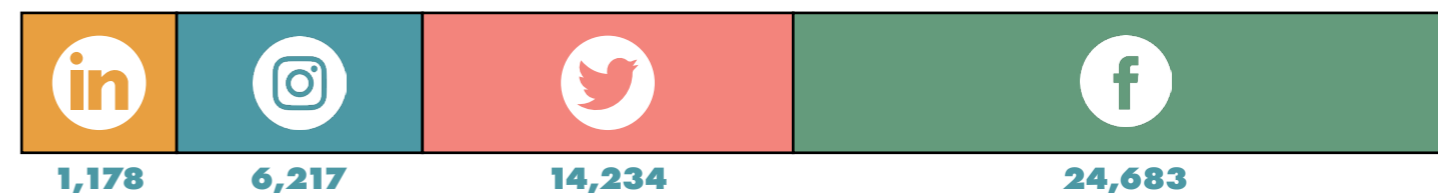
### NUMBER OF ATTENDANCES AT:



### GET INVOLVED ENGAGEMENT:



### SOCIAL MEDIA REACH:



# SPONSORSHIP PACKAGES

## WE HAVE A RANGE OF OPTIONS FOR SPONSORSHIP OF THE BASE

### MAIN LOUNGE SPONSORSHIP AND NAMING RIGHTS: £10,000 PER YEAR

- Three-year agreement to use your company name at the entrance to the space
- All associated publicity and promotion on social media
- Company logo on the website and around the venue
- Exclusive use of the Base for corporate events, team building and training\* twice a year
- 20% discount on meeting room hire
- Up to 20 pairs of tickets with hospitality to Guildhall shows and events throughout the year\*\*
- Exclusive invitations to performances by users of The Base

### SPONSORSHIP AND NAMING RIGHTS FOR ONE OR MORE OF THE FOLLOWING AREAS - THE AV SUITE, THE DJ MIXING ROOM OR THE BAND REHEARSAL ROOM: £5,000 PER SPACE, PER YEAR

- Three-year agreement to use your company name on the door and within in the space
- All associated publicity and promotion on social media
- Exclusive use of the Base for corporate events, team building and training\* once a year
- Company logo on the website and around the venue
- 10% discount on meeting room hire
- Up to 10 pairs of tickets with hospitality to Guildhall shows and events throughout the year\*\*
- Exclusive invitations to performances by users of The Base

#### Publicity will include exposure of your brand to users of the BASE and Portsmouth Guildhall, including:

- Your logo on all print materials associated with the BASE and the Portsmouth Guildhall brochure
- Your logo, link and highlight on our 'Supporters' page of the BASE and Portsmouth Guildhall websites
- A hyperlinked logo on all BASE communications
- Adverts for your business on digital screens throughout the venue
- Publicity in the BASE PR campaigns

\*Depending on your requirements

\*\*Subject to availability

**WE WOULD BE VERY HAPPY TO DISCUSS BESPOKE PACKAGES THAT SUIT YOUR NEEDS AND AIMS.**

**PLEASE DO GET IN TOUCH WITH US TO DISCUSS IN MORE DETAIL.**

**CHRISTINA MICKLEWRIGHT, FUNDRAISING & DEVELOPMENT MANAGER**  
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# THE BASE

## SPONSORSHIP OPPORTUNITIES NOW AVAILABLE

**GET IN TOUCH TODAY!**

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**SCAN HERE  
TO DONATE!**