

Supporting an innovative and inspirational approach to wellbeing



This is a wellbeing project with a difference and one that is bound to create a lot of attention! It takes the form of a piece of theatre, *How to Survive and Thrive in an Impossible World (with a piano)*, which has been invited to the world-famous Edinburgh Fringe Festival this summer, 2023.

The piece was written by the award-winning psychologist Steve Carter and based upon his book of the same name. (Steve writes under the pen name of Steve Bonham). Developed in collaboration with Chris 'the Bishop', Lydon the creative producer, the show subtly weaves important messages about resilience and wellbeing in amongst the performance of wild stories, songs, jokes and audience participation. The pilot stage of this show was supported by Arts Council England and tested with both the general public and NHS frontline staff. It was brilliantly well-received. The show is supported by a website that provides further information, support and entertaining material from the show.

The personal, social and economic cost of poor mental health is horribly high, and the mission of *How to Survive and Thrive (HTSAT)* is to tackle the 'invisible cost' of 1:4 people struggling in any year, one audience at a time. The show, which is neither preachy nor sanctimonious and can be thoroughly enjoyed as a stand-alone piece of entertainment, aims to provide a better way of dealing with an unpredictable world in which so many are not well prepared.

Our goal is to raise £4000, which will:

- Support our participation at Edinburgh, which is at the moment totally self-funded,
- Fund a publicity campaign through which we can engage directly with promoters, agents and venues by using the Edinburgh Fringe Festival as a showcase to create a 2024 national tour,
- Enable us to deliver the show for free to communities where it could really help.

We are looking for up to 6 sponsors to contribute over £500 each in return for:

- A quarter-page ad or statement in our show programme which will be on sale throughout the Festival and through 2024.
- A logo or name on all our flyers for the show which will be distributed widely through the duration of the Festival.
- A feature on the HTSAT and Artisan Creative website websites.

- A regular feature in our social media campaigns both up to and including the Festival and for the 2024 tour.
- Two complimentary tickets for any of the Edinburgh shows.

Other sponsoring opportunities include,

- For our individual fundraising campaign, we are offering a "Bishop's Mystery Box", a special gift of various items relevant to the show sent to an individual for donations over £30. Your organisation could buy one or several of these.
- Your organisation could sponsor a performance of the show either for a community group in which you are involved or your staff.

We are keen to find a way of working with you that meets your needs, so please see the suggestions above very much as a starting point for creative conversations.

We'd love to talk to you about how this could work for you – and of course us!

07711 788248 – steve@artisan-creative.com

Best wishes

Steve

For Steve Bonham (Carter) and Chris Lydon

<https://www.artisan-creative.com/show-htsat-for-sponsors>

