

Cheeky Fest

Sponsor / Invest

Why now?

tldr; Brexit + Coronavirus + Cost of Living Crisis +/- mental health

As fuel and food prices continue to rise, more people struggle with choosing to eat or heat / feed their children v themselves

Artists, creatives & performers, tech / backstage workers and others employed by venues need to be able to pay rents / mortgages, feed themselves & their families & maintain their wellbeing. We need to empower, encourage, enable & inspire collaboration, communication & community, provide affordable education and opportunities.

Brexit is “strangling the next generation of UK talent in the cradle” in returning summer of touring (Aug '22)

‘Brexit has been an unmitigated disaster for musicians. Touring in Europe is economically not viable; musicians have almost given up.’ @DeborahAnnetts (ISM)

Brexit has drastically cut or completely devoured earnings for many creatives who relied on work in Europe.
I know of 1 who moved from England to Europe permanently.

The Role of the Arts during the COVID-19 Pandemic (PDF, Aug '21)

People who work(ed) in the creative & performing arts continue to struggle with the economic, social, mental & physical health impact of Covid19. Many have had little or no financial support from the government.

Creative businesses across the UK receive funding boost & government backing to spur future growth (Dec '22)

Thriving Communities Fund - Thriving Communities is a new national support programme for voluntary, community, faith and social enterprise groups, supporting communities impacted by COVID-19 in England, working alongside social prescribing link workers. The fund will help you to share your learning, gain new ideas, access funding and develop partnerships across sectors. (Arts Council England, Dec '22)

Mind responds to new NHS data on the number of children & young people experiencing a mental health problem (Nov '22) / Nearly half of Brits are experiencing challenges to their mental health once a week or more, according to new research by GO Outdoors. (14 Nov '22)

“55% of adults and young people are worried about seeing or being near other people as coronavirus restrictions ease”

“9 in 10 young people (88%) have said that loneliness has made their mental health worse during the pandemic” (Mind)

“About a third of adults and young people said their mental health has got much worse since March 2020” (Mind)

“58% of people receiving benefits [v 36% who aren't] told us their mental health was currently poor” (Mind)

Meeting Musicians



What?

Arts Community

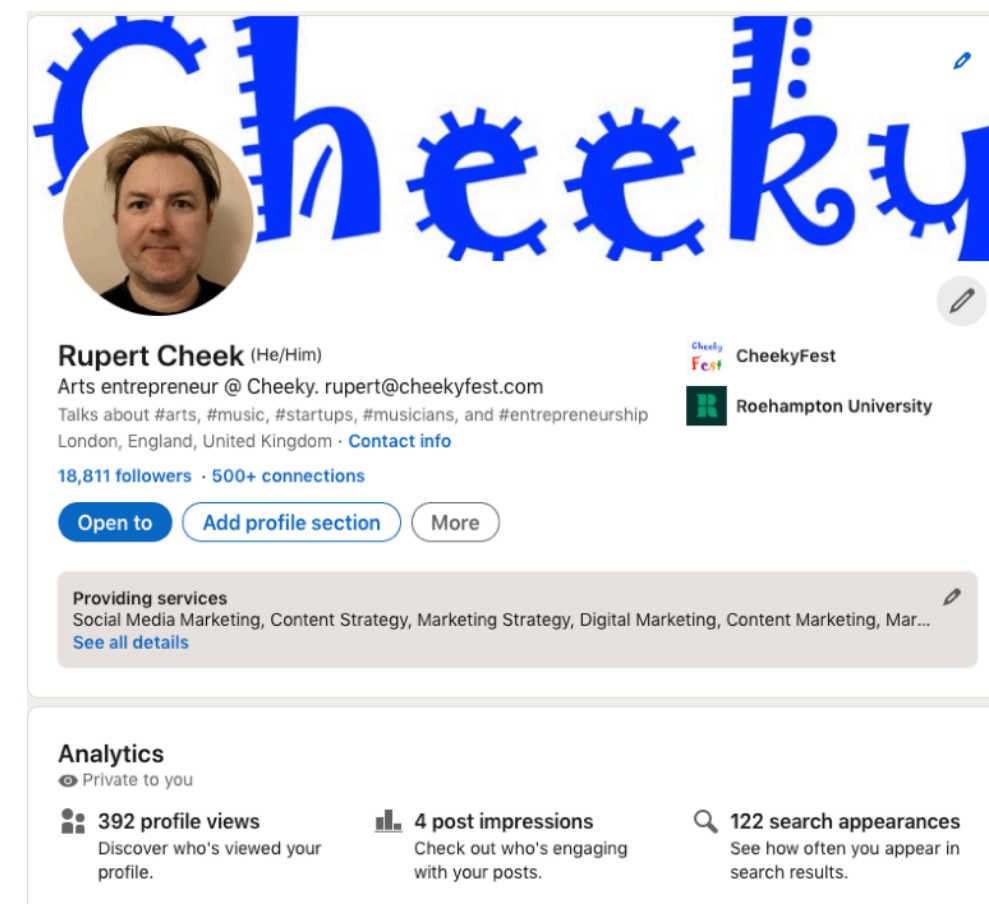
Now

Community + Performing Arts Festival @ London
Promotion / coaching for artists, creatives, performers
Marketing / consulting for entrepreneurs, startups & businesses

Future

- + Grants for artists performing at **Cheeky** Fest
- + University level arts education without uni level fees
- + Funding / Workspace* for social impact arts startups
- + Rehearsal / Performance Venue(s) + Workspace(s)*
Expand to other cities / countries

- '07 parents separated / Oct - [joined Facebook]-mid '08 Nottingham + depression
- '09 joined Twitter / '10 blogger
- '10-13 accompanied singer-songwriter on piano
- '11** accident / '11-15 treatment
- '13 Jan; **Cheeky** Promo Facebook group / June; *Thank you @LAA*
- '14 drummer @ Euphoric Recall



Why?

Jobs, work, employment = income = local & national gov spend less £ on benefits

Free / actually affordable practical & applied training / education = less student debt

Community inc Friendships, Relationships, increased self-esteem / confidence

Mental Health awareness & management, inc depression, anxiety, bipolar, ...
= more joy, happiness = fewer suicides.

Making and experiencing arts and culture transforms quality of life for individuals and communities (Arts Council England, '22)

Engagement with arts and culture can have a positive impact on mental health in young people (Dept. psychiatry, Ox Uni., 21 Sept '22)



MAMA presents
Kitten & The Hip (Album Release Show)
Barry Ashworth (Dub Pistols) DJ Set
tly 14+, Under 16s with adult (Photo ID requ
Upstairs at The Garage
The Garage
20-22 Highbury Corner,
London
N5 1RD
2014 07:00pm - PRICE:
STANDAR



Why?

"I realised that if you could manifest a community in a real world space, ... if you host the party, those people get to meet new people, create some relationship or moment that then changes their life forever."

@Jason to @tferriss on the T.F. Show

"Always remember that the reason that you initially started working was that there was something inside yourself you felt that if you could manifest it in some way, you would understand more about yourself and how you co-exist with the rest of society." ([Bowie](#))

"What did music give this intelligent but socially awkward little girl with the stripy hair? It gave her a place to belong, to make friends, to be herself & express herself, & learn to manage her anxiety. Most importantly, music gave her a voice & she isn't afraid to use it."

Mezzo-soprano [Jennifer Johnston](#)

'Music has helped my mental health & wellbeing in so many ways; it's always been a massive part of my life and it's been something I've got to when I've felt I needed to reset and start again. Music brings people together' singer/songwriter [Anna B Savage](#)

"And that's when art's not a luxury, it's actually sustenance. We need it. ... And to thrive, to express ourselves, alright, well, here's the rub: we have to know ourselves. What do you love? And if you get close to what you love, who you are is revealed to you, and it expands. ... [Creativity is] vital. It's the way we heal each other. In singing our song, in telling our story, in inviting you to say, "Hey, listen to me, and I'll listen to you," we're starting a dialogue. And when you do that, this healing happens, and we come out of our corners, and we start to witness each other's common humanity. We start to assert it. And when we do that, really good things happen." (Ethan Hawke, [TED talk 2020](#))

cheekyfest.live/why

Cheeky Promo gig 2013



Who?

People aka Humans

We welcome any / all people involved in any or all of the creative & performing arts; animation, art, dance, design, illustration, fashion, film, installation, music, opera, performance, photography, poetry, theatre.

Are you / do you want to be an actor, artist, bassist, choreographer, composer, creative, dancer, designer, director, drummer, entrepreneur, filmmaker, guitarist, lighting / sound designer, musician, painter, photographer, performer, poet, singer, songwriter or writer?

Do you feel heard & valued as part of something bigger than yourself?

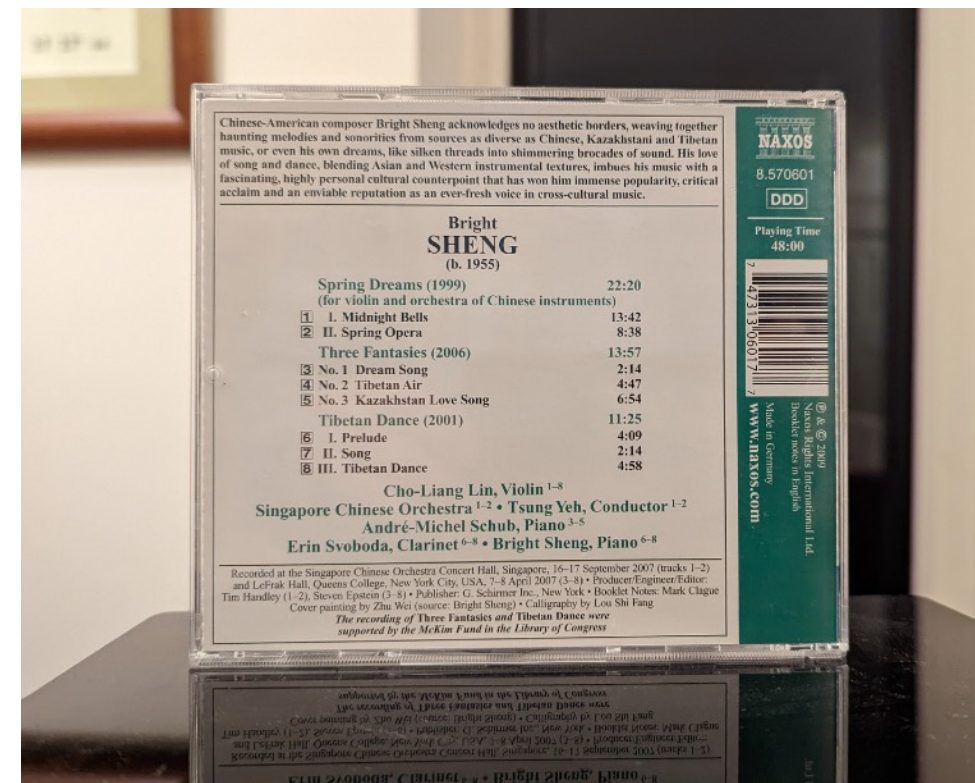
Are you struggling to find "*how you coexist with the rest of society*"?

Do you have mental and/or physical health issues?

Are you un/underemployed & claiming benefits?

Are you working in your ideal sector / role?

Interviews



Approach

People > Tech

We empower & encourage people by listening to & sharing their stories
We inspire each other by sharing our own experiences, lessons, stories.

We educate, empower, encourage, inspire people through the arts.

We empower you to support yourself by doing what you love.

We connect & collaborate with other humans.

We are humans; we focus on people

Mutual Concern; we help each other

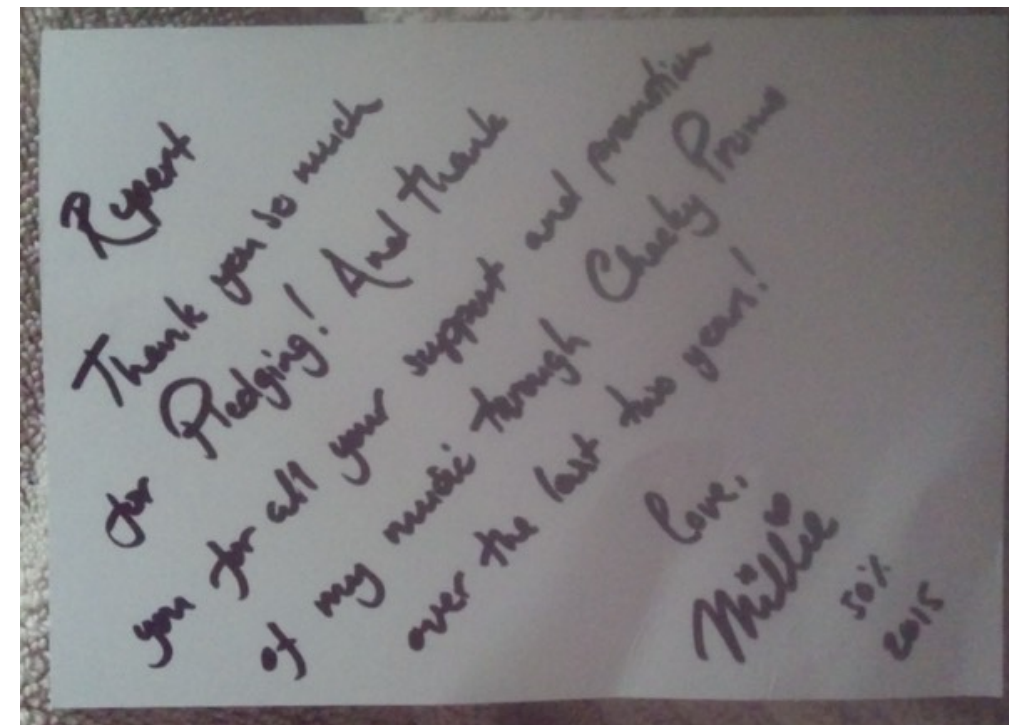
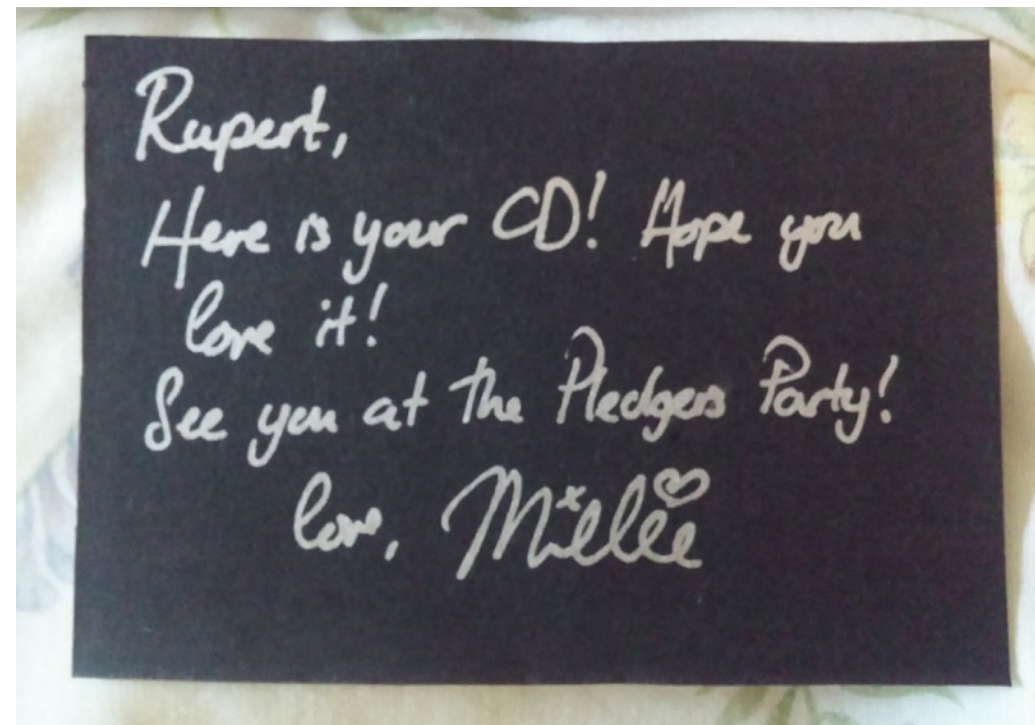
Openness; we help people get to know us

Progress; we help others to learn from our experience

Respect; we're all equally valuable and deserve to be treated fairly

Curiosity; we're fuelled by others experiences, stories & challenges

Thank you



Revenue

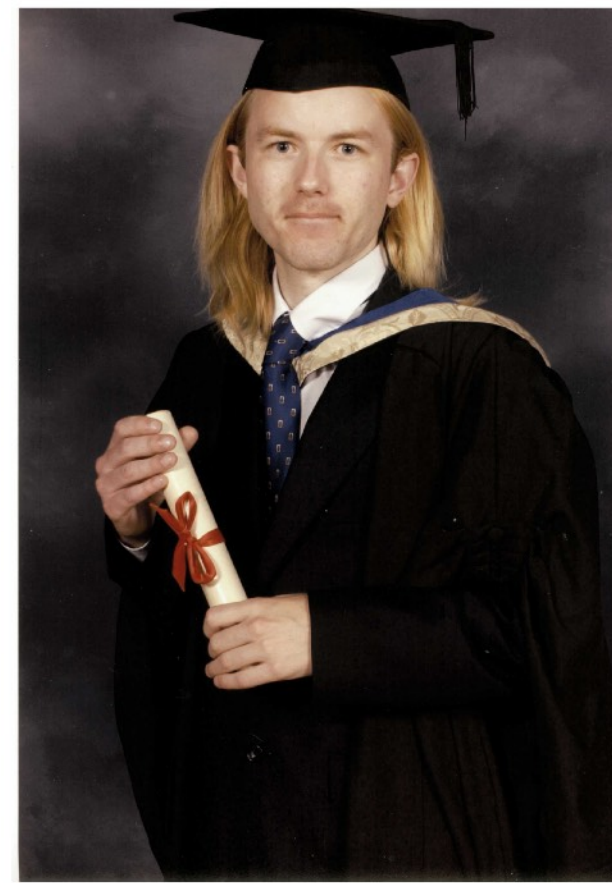
Events; tickets & sponsorship

Cheeky Fest Mighty Network community membership

Marketing inc interviews & social / Consulting / Coaching

Merchandise - clothing etc

Team / Timeline



Rupert **Cheeky** - Founder / 1980 born

1983-4 Speech-then-music therapy

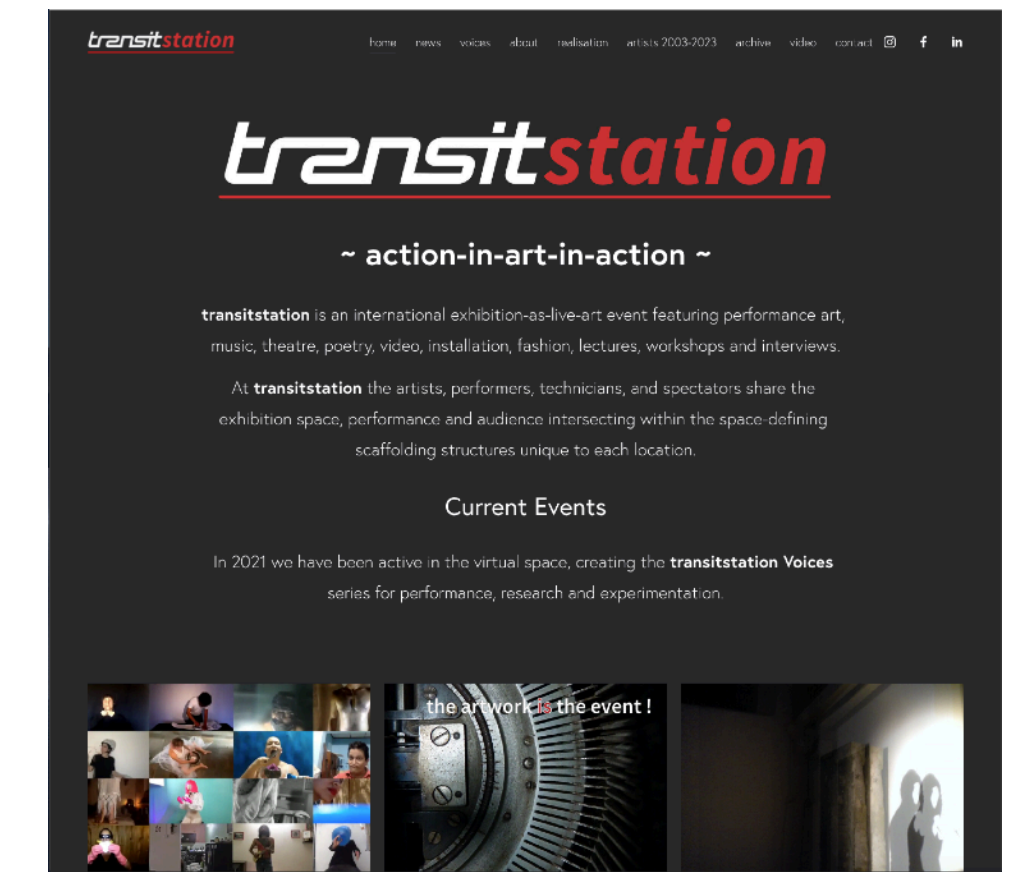
'85-'15 pianist & accompanist + Teens; drum lessons

'95-'11 choral singer

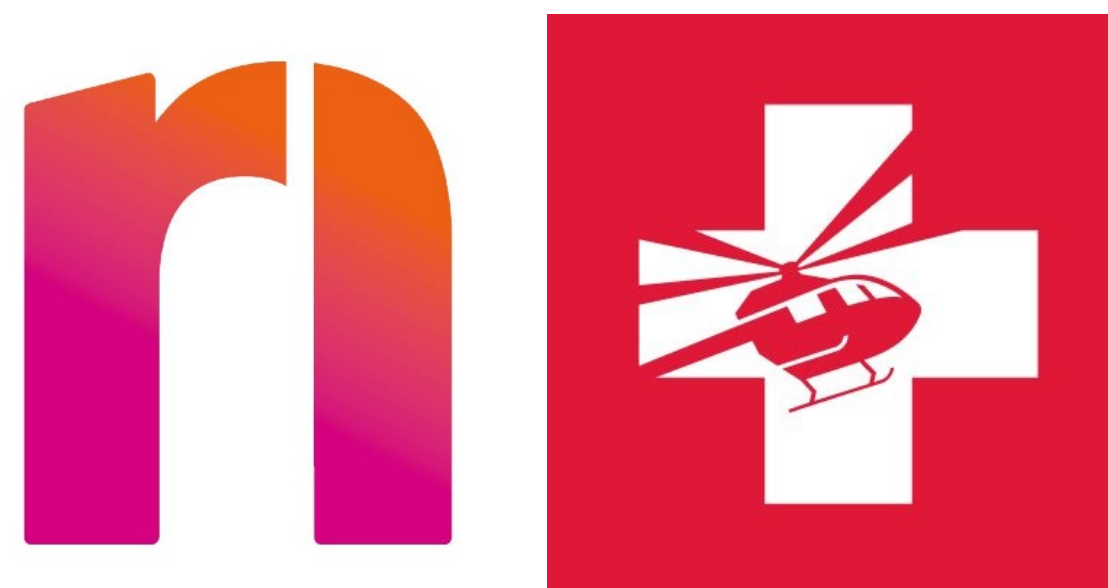
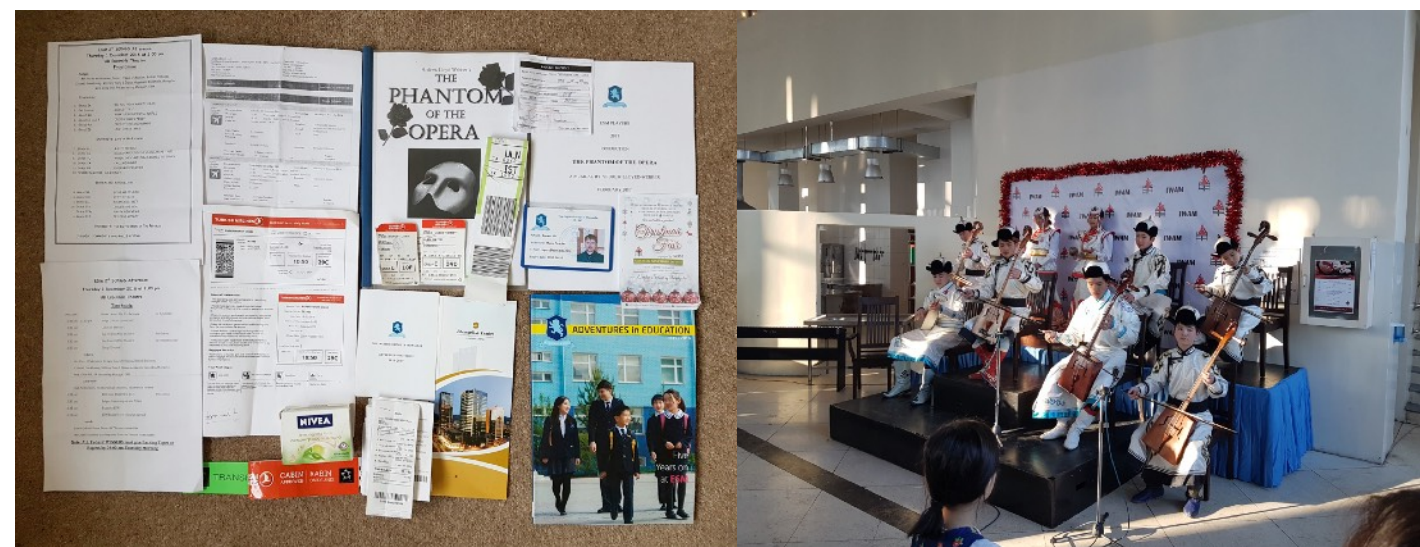
98-99 Colchester + depression

'99-'02 music degree / 02-03 PG Cert + trauma

Nov '03, Feb '05, Feb '06 transitstation



- '13/14 2 **Cheeky** Promo gigs / Summer '14 music industry course @ ICMP
- Oct '14 - May '15 Nottingham + depression? / '15 reached 50K followers @**Cheeky**Promo
- '16 started thinking about fundraising gig** / '16 6 weeks at English School, Mongolia
- '16 **Cheeky** Ventures inc @**Cheeky**Startups / '17 gave talk at Leeds Conservatoire*
- 17-18 Rubbish collector / '18 depression** + counselling + 'fundraiser' grew into **Cheeky**Fest
- '19 - 'year off'** / '20 + @**Cheeky**ArtsFest / Dec '19-Dec 21 volunteered / '22- part time work
- rupertcheek.com / cheekyfest.live/rupert



With YOUR help

We can;

Hire a bigger venue; bigger audience = more value for performers, sponsors & investors

Build a team of committed, experienced, passionate, qualified, talented people

Expand to other cities & countries; by licensing brand/event or doing it ourselves

e.g. [CheekyFest.berlin](#), [CheekyFest.nyc](#), [CheekyFest.sydney](#)

Launch the [Cheeky](#) Foundation, Education & Ventures programs

Find a permanent home for [Cheeky](#)

Why Sponsor / Invest?

Company name as partner / sponsor in all brochures
Meet the Team in person at all future Cheeky events
Meet artists, creatives & performers at each Event
Cheeky Fest sponsor t-shirts, mugs, phone cases
Entry to Cheeky Fest inc Access to VIP area
Interview published at cheekyfest.live/you
Mighty Network membership
Livestreams / video calls

Digital / print marketing: Logo / branding at events & on **Cheeky** websites; cheekyfest.london,
cheekyfest.live, cheekyfest.com + cheeky.foundation + cheeky.ventures + cheeky.events*

Social media marketing @ Fest, Promo, Ventures, Foundation @ Facebook, Instagram,
Twitter @CheekyPromo, @CheekyStartups, @CheekyArtsFest, @CheekyFund,
& LinkedIn, Medium, Mighty Network, Pinterest, Revue, Soundcloud, YouTube,

Contact

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■ * also cheeky.foundation, cheeky.ventures, cheeky.education, cheeky.space, cheekyfest.com, **Cheeky.events**, *CheekyPromo.com*, *Cheeky.promo*, *Cheekyfest.co*, *CheekyVentures.com* & pianotalent.co.uk, & music4ed.org.uk