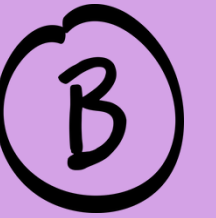


Creative Futures

Can you inspire the next generation of creatives?

Sponsorship Pack
Brandland





Creative Futures

After the success of our schools pilot project in 2024, we're excited to announce the next evolution, Creative Futures. This initiative will run in early 2026, bigger, bolder, and with even more opportunities for young people.

Creative Futures 2026 is a collaboration between **Brandland**, **City of Norwich School** and **North Walsham High School** which sees Brandland lead creative workshops designed to inspire Year 10 and 11 students to imagine a future career in the creative industries. From branding and design to marketing, copywriting, and strategy, the afternoon will give students hands-on experience working with a live brief, guided by mentors from local creative businesses.



In Partnership With:

CREATIVE UEA

**NORWICH
UNIVERSITY
OF THE ARTS**

The Programme

What happens at Creative Futures 2026?

This new initiative is structured to give students a taste of real-world creative practice:

- **Welcome & Icebreaker:** A quick challenge to get ideas flowing
- **Intro to Creative Careers:** Short, inspiring talks from industry professionals about their journeys and an intro to the brand's we'll be working with during the workshops.
- **Positioning Workshop:** Students, in small teams, answer simple brand strategy questions to define their idea.
- **Creative Challenge:** Teams design their sub-brand with support from mentors specialising in design, copy, and strategy.
- **Exhibition & Feedback:** Students showcase their work, explore each other's ideas, and receive constructive feedback.
- **Judging & Wrap-Up:** A winning idea is selected, but all teams are celebrated for their creativity and collaboration.



CREATIVE FUTURES

Sponsorship

We're looking for businesses to sponsor Creative Futures, this will **cover the cost of travel for the students from their schools** to the Norwich University of the Arts campus in Norwich. It will also cover **refreshments for the students** on the day. All other time and resources have been kindly donated by the mentors, Norwich University of the Arts and the UEA.

We are looking for one headline sponsor paying £1,500 or two sponsors paying £750

Sponsorship includes:

- Brand name promoted throughout all correspondence and content created for Creative Futures including all press releases
- A chance to take part in the workshops and share your story
- Credit during the event and after in all photography and social media posts (4,000+ people in the Brandland community)



Make your mark.®