

# TOUCHLINES OF FORTITUDE

*Celebrating Female Resilience through Art, Sport & Storytelling*

## **Be Part of It:**

A unique sponsorship opportunity during the  
2025 Women's Rugby World Cup

Date: 27th May 2025

Website: [www.fortitude-touchlines.com](http://www.fortitude-touchlines.com) | Contact: [info@fortitude-touchlines.com](mailto:info@fortitude-touchlines.com)



# PROJECT OVERVIEW

## What is Touchlines of Fortitude?

Touchlines of Fortitude is a visual arts and community engagement project celebrating female resilience, creativity, and empowerment through the lens of rugby and visual art.

**Timed to coincide with the 2025 Women's Rugby World Cup**, the project includes two exhibitions, a schools outreach programme, community storytelling events, and digital legacy content.

This is a unique opportunity to be part of a high-impact cultural project rooted in Twickenham, the symbolic home of rugby, engaging local communities and amplifying underrepresented voices.





# WHY NOW / WHY HERE / WHY US

## Why Now?

The 2025 Women's Rugby World Cup offers a once-in-a-generation opportunity to harness national attention around female participation, resilience, and representation. Running throughout September 2025, Touchlines of Fortitude will align with this global event, and extend its legacy beyond the pitch into local galleries, schools, and communities—inspiring the next generation of girls and women to push boundaries and share their stories.

*We are delighted the project has received part funding from Arts Council England*



Supported using public funding by


**ARTS COUNCIL  
ENGLAND**





## Why Here?

Twickenham and the wider Richmond area are culturally vibrant, youth-rich, and home to a strong voluntary arts and sports network. Yet women—particularly neurodiverse and marginalised voices—remain underrepresented in both arts leadership and sport. This project responds directly to local priorities by:

- Creating accessible, free-to-attend exhibitions and events
  - Platforming relatable role models
  - Partnering with schools and grassroots networks
- 



## Why Us?

Touchlines of Fortitude is led by Agnieszka Lokaj, an award-winning contemporary artist and curator whose socially engaged practice is shaped by her lived experience of ADHD. With a background in UX and product strategy, she has delivered digital engagement projects for major clients including World Athletics, the London Olympics, and the British Olympic Association. Her work blends storytelling, participation, and accessibility—bridging art, sport, and technology.

The project team is a dynamic mix of experienced professionals across the fields of contemporary art, cultural programming, education, marketing, and project delivery.





### Lead Artists

Goldsmiths MFA graduate **Gina DeCagna** brings expertise in visual storytelling and public engagement, with experience at the British Council. **Tahira Mandarino**, a Fine Art MA graduate, is a community arts facilitator whose outreach programmes have featured at Kew Gardens and the British Council.

**Marketing & Digital Strategy– Kevin Barry O'Mara** is a digital marketing specialist with 8+ years' experience in content and paid media.

**Partnerships & Project Management – Wendy Southern** is a strategic project lead with two decades of experience delivering complex campaigns for major clients including RHS, The FA, and World Athletics, ensuring smooth and successful delivery.

### Partnerships & Promotion

The project is backed by a strong network of cultural partners will amplify reach through newsletters, events, press and targeted community engagement

*Together, we bring a unique blend of creative innovation, professional rigour, and community-rooted insight*



# IMPACT & SPONSORSHIP OPPORTUNITIES

We are ready to deliver a professionally curated, inclusive and impactful programme with measurable benefits for participants and partners alike.

## Project Reach & Impact

- **2 exhibitions** at high street locations in Twickenham / Wandsworth (September 2025)
- **3 public events**, including talks and workshops
- **100+ students** engaged through the schools programme
- **100+ artists** and writers featured
- **1500 audience** reach in-person
- **80,000+ online audience** across year (women 25–55, students, families, and rugby fans)
- **Long-term visibility** through project website (active for 12 months)



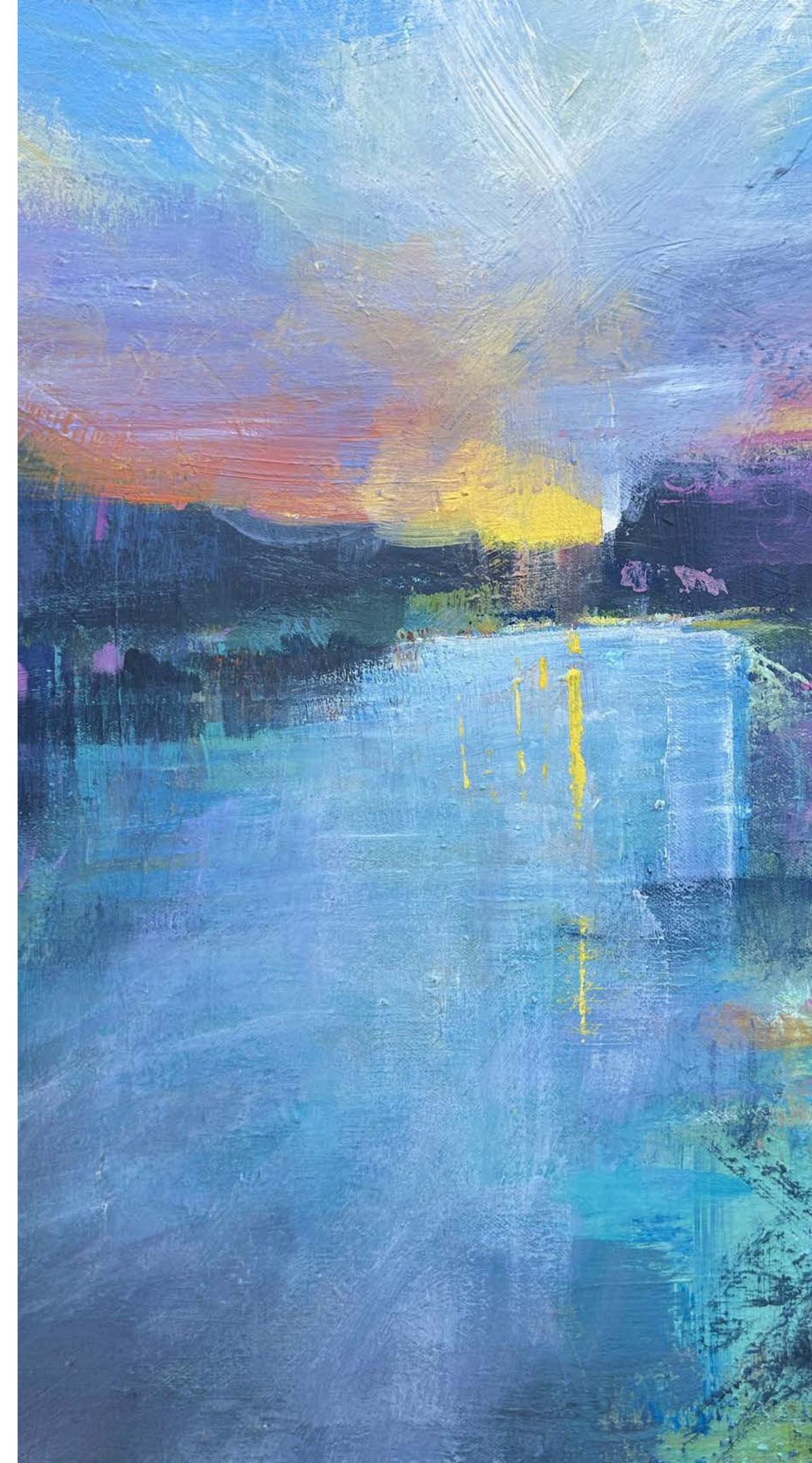


## What We're Raising

We are seeking to raise £39,500 to deliver the full programme, with funding directed toward:

- Marketing and community engagement
- Project management & technical delivery
- Contributor & artists fees
- Venue hire and materials
- Documentation, digital access and legacy

**We are inviting sponsorship from £500–£15,000, or in-kind contributions to support the people, production and impact of this project.**





# Sponsorship Tiers & Packages

Tier	Investment	Key Benefits
Platinum Sponsor	£7,000 (Limit 2)	<ul style="list-style-type: none"><li>• Prominent logo on all exhibition signage, 2,000+ flyers, and digital platforms</li><li>• Co-brand a public programme strand (e.g. schools, sport, neurodiversity)</li><li>• Host or speak at an event</li><li>• Branded main exhibition prize - “Best in show”</li><li>• Dedicated social media spotlight &amp; VIP access</li><li>• Inclusion in press releases, post-project report and branded visuals</li></ul>
Gold Sponsor	£4,000 (Limit 4)	<ul style="list-style-type: none"><li>• Logo on flyers, exhibition guide, and online platforms</li><li>• Branding on workshop materials or school kits</li><li>• Social media carousel post &amp; VIP event invites</li><li>• Branded exhibition prize - “Best painting”</li><li>• Mention in press and post-event report</li></ul>



# Sponsorship Tiers & Packages

Tier	Investment	Key Benefits
Silver Sponsor	£2,000 (Limit 6)	<ul style="list-style-type: none"><li>• Logo on website, flyers and gallery signage</li><li>• Social media thank-you post &amp; sponsor certificate</li><li>• Inclusion in legacy media pack</li></ul>
Bronze Sponsor	£500 (Limit 10)	<ul style="list-style-type: none"><li>• Logo on website, flyers and gallery signage</li><li>• Social media thank-you post &amp; sponsor certificate</li></ul>

## Marketing & Branding Opportunities

All sponsors also receive >>

-  Online Media Coverage
-  Social Media Promotions & Paid Ads
-  Speaking Opportunities at Events
-  Branded Event Materials
-  Video Features & Interviews



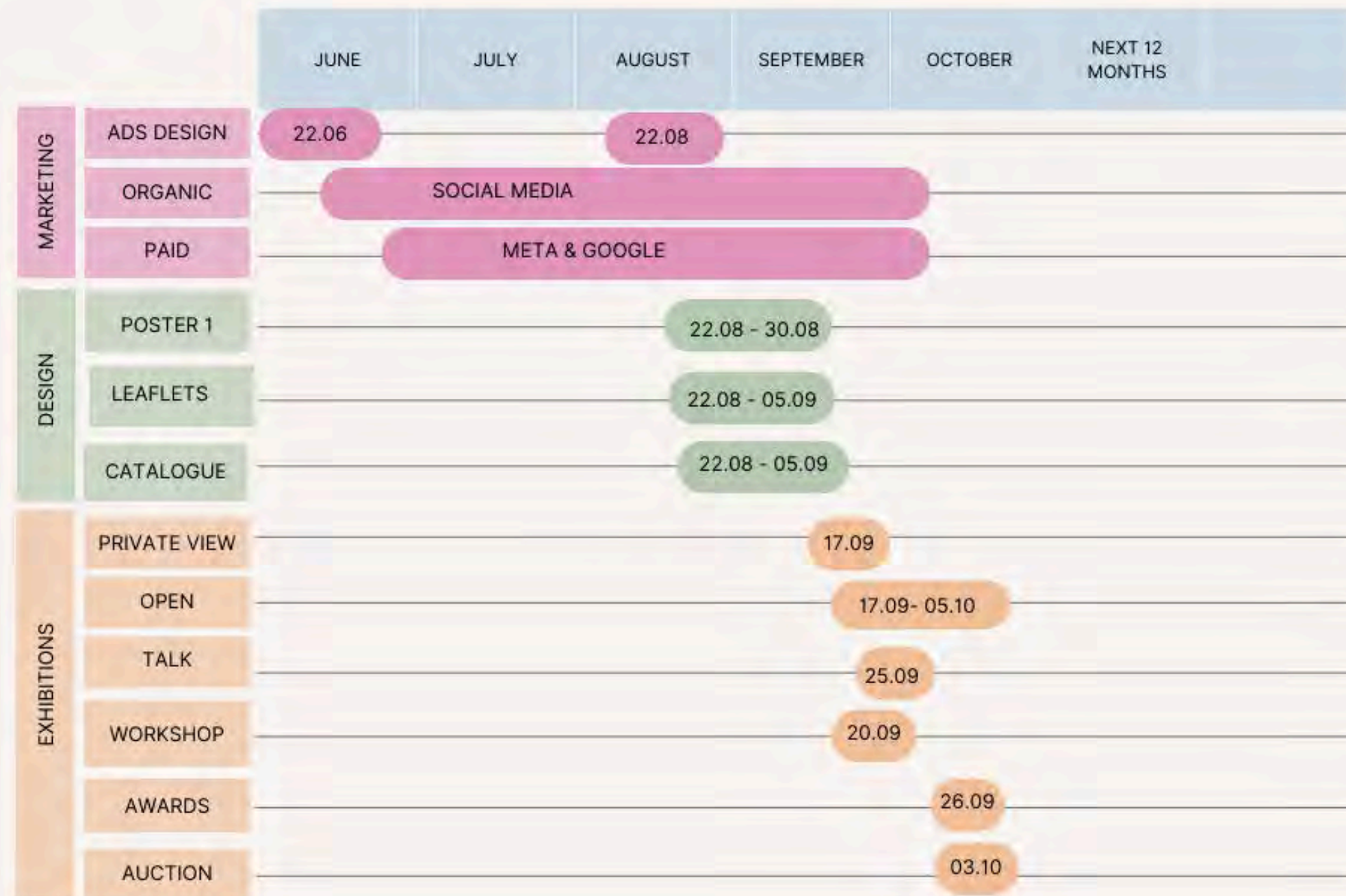
# BUDGET SUMMARY

Venue & infrastructure	Gallery hire, studio space, website, materials	£5,000
Marketing & public engagement	Posters, design, press, social media, print	£6,000
Project management & production	Curator, PM, installation team, technical support	£9,500
Contributor & artist fees	Speakers, workshop leaders, artists, judges, mentors	£17,000
Contingency & legacy	Videography, digital access, post-event media	£2,000
<b>TOTAL</b>		<b>£39,500</b>



# TIMELINE

## TOUCHLINES OF FORTITUDE





# Partnership Activation & Next Steps

## How We Activate Sponsorships

- **Pre-Event:** Co-branded promotions, press releases, and audience engagement campaigns.
- **During Event:** High-visibility branding, media interviews, and donor engagement activities.
- **Post-Event:** Performance reports, continued brand engagement strategies, and PR outreach.

## Next Steps for Sponsors

- Select sponsorship package.
- Sign sponsorship agreement.
- Participate in brand activation planning.



# NEXT STEPS

*We'd love to speak with you about partnership opportunities.*

*To discuss a tailored sponsorship package or in-kind contribution please contact:*

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Thank you for supporting creative, inclusive, and community-led culture.

Ready to progress with  
your sponsorship?