

# RAWKUS 2026 CITY

Free hip-hop arts and movement,  
made in Portsmouth, for Portsmouth.

## Partnership Opportunities

RAWKUS  
HIP-HOP  
MOVEMENT  
ARTISTS  
COMMUNITY

FUNK  
FORMAT

100  
PORTSMOUTH  
1926 - 2026



Supported by  
Portsmouth  
CITY COUNCIL



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

# Rawkus City 2026

**Funk Format Soul Rawkus CIC is Portsmouth's culture-rooted social enterprise, building opportunity for artists, young people and communities through authentic hip-hop dance and movement.**

Founded by international choreographer and movement artist Sasha Biloshisky, whose work has reached over 900 million people across 17 countries, we exist to grow confidence, unlock creative potential and prove that the street you grew up on can take you anywhere.

Our mission is to move people forward and open doors that should never have been closed. We use movement and dance to build self-belief, create opportunity for artists to develop, perform and lead, and we never compromise on excellence or community.

## The Programme

**Sep 2026**

**Festival Weekend**

12 Sep: Rawkus City Micro Conference

13 Sep Flagship Festival at Guildhall Square



**Oct 2026**

onwards

**Year-round artist skills development sessions**



**June 2028**

**Programme Close**



## Why Portsmouth, Why now ?



- The South Coast's major street dance festival. From Brighton to Poole, no equivalent event exists in this geography.
- Portsmouth longlisted for the bid for UK City of Culture 2029 from 17 cities nationally. Shortlist autumn 2026. The September festival lands directly in that window.
- Part of Portsmouth 100, celebrating 100 years of city status in 2026.
- Arts Council England funded and Portsmouth City Council backed.
- Free entry creates mass participation. Brand exposure is broad and unfiltered.

## What your investment builds



- Free access for families and young people who are priced out elsewhere.
- A stage for Solent artists and the next generation of performers.
- Stronger, more connected communities across Portsmouth.
- Cultural infrastructure that outlasts the festival.
- Civic pride. A reason to believe in what Portsmouth can become.



To maximise your choice of sponsorship opportunities, we recommend confirming your participation at the earliest opportunity. All packages are allocated on a first-come, first-served basis, with a production deadline of 7 August.

# Rawkus City Reach

**1k +**

In-person audience



**16k+**

Social media accounts reached



**52k+**

Digital views



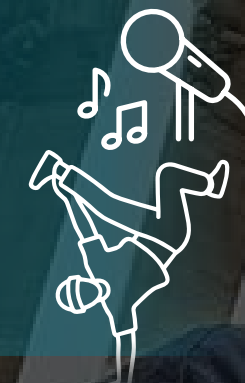
**200**

Participants



**67**

Practitioners



## Who turns up

- Families and young people aged 11 to 25
- Dance and music fans across Portsmouth and the Solent
- University of Portsmouth's 28,000 students
- Diverse, local, engaged — hard to reach any other way

## Your brand everywhere we go

- Guildhall Square footfall: 25,000+ visitors weekly, 1.3 million a year (Portsmouth City Council figures)
- Big Screen advertising in the heart of the city
- Email database: 1,350 engaged contacts
- Your branding travels with us from day one to June 2028



Every sponsor receives a Social Value impact statement for CSR and procurement reporting.

## REACHING NEW AUDIENCES

**84% of people we reached do not follow us.**  
Our festival content travels beyond our own audience.  
Your brand goes with it.

## INTERNATIONAL REACH

Japan · Turkey · Ukraine · China · UK-wide

# Sponsorship Packages

## PIONEER

The smart entry point for local businesses backing Portsmouth's culture.

£600

### What you get

- Logo on the festival website and social media event page
- Name announced by the host on the day
- Named in two post-event social posts across our channels
- Named in the post-event thank-you email to our subscriber list
- Social Value impact statement for your CSR reporting



### Reach

Your brand in front of our full festival audience and digital following.  
Limited to 5 sponsors

# Sponsorship Packages

OG

Your brand sponsors one of the following:  
One of three Battle Prizes or Masterclass

Options: ☒ Battle Prize for the Winner ☐ Guest Masterclass at skills development phase

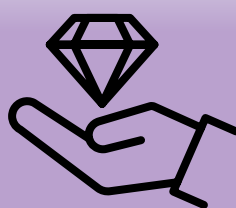
## What you get

- Your logo on the prize presentation, photo opportunity with the winners and a branded backdrop
- Logo on festival t-shirts, lanyards, stage banners and DJ booth banners
- On-stage shoutout at a key moment during the festival, timed and intentional
- Logo on all community engagement materials
- Brand mentioned in the official post-event press release
- Event photography featuring your branding
- Two dedicated post-event social posts



Reach

Full-programme visibility plus press coverage reaching local and regional media



For an additional £1,500, your sponsorship package will include a bespoke workshop delivered by the founder of Funk Format, tailored specifically to your team and hosted at your offices.

£1,500

5 Slots

# Sponsorship Packages

## Exclusive Sponsorship Package **GRAND MASTER**

The full two years. Your brand drives the outreach, owns the headline prize and is named in every phase.

**£3,500**

**One Sponsor Only**

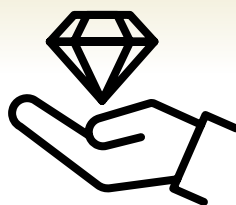
### YOU GET Everything in OG, plus:

- YOUR BRAND presents the Crew vs Crew Grand Prize. Your fee funds the prize directly. The prize is presented solely by your brand.
- Logo on all pre-event marketing across website, social media, email, flyers, posters and press releases
- Logo on all community engagement materials across every ward we visit
- Logo on artist development programme materials
- Prominent mention in the final programme impact report
- Full-programme brand association across all phases, September 2026 to June 2028



**Reach**

Your brand across the entire programme.  
Every phase, every city touchpoint.  
**Exclusive. One sponsor only.**



For an additional £1,500, your sponsorship package will include a bespoke workshop delivered by the founder of Funk Format, tailored specifically to your team and hosted at your offices.

# In-Kind Partnership

**Back the programme with what your business already does.**

We need goods, services and skills across the two years. If you can supply any of the below, you become a partner and your brand travels with us.

## Print

Flyers, posters, programmes, info cards, festival t-shirts and lanyards.



## Banners & Signage

Stage banners and the DJ booth backdrop, large-format roll-up or PVC.



## Food & Refreshments

Food and drink for the team and volunteers on festival day.



## Content, Media & Pr

Photography, videography, social content, press release writing, media introductions and copywriting support.



## Production & Equipment

Stage, sound systems, tables and chairs, cables and power, and vehicle hire for equipment transport.



## Security, Health & Safety

Stewarding, security and first aid provision on festival day.



 Recognition is agreed with you directly and matched to what you give.

# Partnership Opportunities

To discuss any package contact:

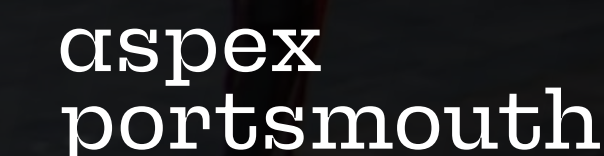
[hello@funkformat.com](mailto:hello@funkformat.com)

[www.funkformat.com](http://www.funkformat.com)



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## Our partnership network



Your brand

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