



# Become a Puppet Pop-Up Studio Partner!

We would like to invite you to partner with us to host our popular Puppet Pop-Up Studio in 2018!

## What is Puppet Pop-Up Studio?

Puppet Pop-Up Studio is a monthly puppet making and performing workshop on the third Saturday of each month at different locations in Calgary.

We actively promote all family members, youngsters and elders, in creating art and drama together and accommodate all skills and ages, with a different theme each month.

We launched Puppet Pop-Up Studio in May 2015. Over 250 people have participated in the last year from as young as 4 years old to seniors and have made everything from "veggie" puppets to "year of the rooster" puppets in a variety of communities in Calgary

## What is a Partnership?

Does your organization or business have or have access to a meeting or activity room that could accommodate from 30 to 40 people for a puppet making and performing workshop?

Would your organization benefit from including your own participants or



*Puppetry enhances creativity, communication, language/literacy, cognitive, and social skills in a fun and accessible way.*



*Creating and performing with puppets opens up a world of creativity, fun and community connection.*



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*Three generations create puppets at Puppet Pop-Up! Intergenerational connections are proven to enrich the lives of both youth and seniors in long-lasting and meaningful ways.*



*Puppet Pop-Up Studio takes place on the third Saturday each month, with a different venue and theme each time!*

clients in the workshop and at the same time introducing new people to your organization?

**OUR GOALS**

- Extend our creative program to a diversity of people of all ages, ethnicity, and communities
- Meet our mandate for positive social change
- Promote puppetry as fun and engaging art form that connects people and community
- Engage youth in our program through Youth Central’s volunteer program

**WHAT’S IN IT FOR YOUR ORGANIZATION OR BUSINESS?**

- Host a fun and educational family program at your location
- Reach a new and expanded audience
- Include your clients or participants in the workshop - in recognition of your partnership we would like to gift you 6 complimentary tickets to your clients or participants.
- Raise awareness of your organization through your partnership on social media. Puppet Pop-Up Studio social media in the last year: Twitter: over 250 tweets, over 84K impressions and over 3.5K engagements; Facebook: over 60 posts with 81K reach and over 1K engagement.

**Top Tweet** earned 1,681 impressions  
 Make your own #YearoftheRooster puppet at #PuppetPopUp this Saturday at @YWcalgary ow.ly/CQ8h307QEfi #yyc @YYCFamily pic.twitter.com/NIMMROMNvi



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**Top Tweet** earned 1,487 impressions  
 #Make your own shadow puppet with LED's & fibre optics at #PuppetPopUp this Sat. ow.ly/UEcd305WmqR #yyc @Beakerhead pic.twitter.com/7L9ixjRi5



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**Top Tweet** earned 2,101 impressions  
 Make your own paper monster mask puppet and learn lots of paper sculpting techniques this Saturday at #PuppetPopUp: ow.ly/UEuY30gBu89 @CalgaryCulture @Beakerhead @MakerFaireYYC @puppetflogger #yyc #yycarts pic.twitter.com/B2qjCrX1a2



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**Top mention** earned 28 engagements  
 Alexia in YYC @jr\_reporteryyc - Sep 16  
 Learning about the science behind the quirky bottle #puppet about to create @WPPuppetTheatre #STEAM #Beakerhead pic.twitter.com/1BPdj1GIMK



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