



CHWA Conference 2023 © Michael Aiden Photography



## COMMON GROUND: The CHWA International Conference 2026

### Call Out for Sponsors

**Do you want to showcase your services and products to key decision makers, senior health professionals and creative visionaries across the UK and beyond?**

**Are you committed to putting inclusivity, diversity and accessibility at the heart of events?**

If so, then being part of this dynamic international conference is for you. The Culture, Health and Wellbeing Alliance (CHWA) is a national arts and health organisation supporting over 7,500 members across the UK. A thought leader in the sector, CHWA fosters high-level partnerships with policy makers, health & care professionals and creative practitioners, nationally and internationally. Following the success of the Making Change conference in 2023, CHWA are returning to Barnsley with an inspiring lineup of national and international speakers, facilitators and performers around the theme of 'Common Ground'.

### Conference Information

**7-9 October 2026, Barnsley Civic and Online**

At Common Ground we will be learning from people in our own and related fields about how we can come together to effect deep and much-needed systemic change. This year we will work with both local and international partners in the shared belief that creativity and culture are integral to health and wellbeing. As ever we will be guided by the [Creative Health Quality Principles](#), to build a gathering that is person-centred, equitable, safe, creative, collaborative, realistic, reflective and sustainable.

*Who is attending?*

Up to 300 attendees in-person, as well as 500+ digital attendees. Delegates will be a mixture of national and international decision makers from the health world, leaders of organisations in arts, culture and heritage, those from the academic and research community, freelancers and small businesses, and people working in the voluntary, community and public sectors.

### *The difference we make:*

We make a difference by connecting and empowering changemakers in the field, amplifying critical initiatives that demonstrate how creativity and culture addresses health inequalities. We also conduct research that evidences critical systemic change opportunities and present challenging narratives by centrally positioning the value of culture and creativity.

We have an experienced and dedicated [Board and Staff](#), 20 creative health [Champions](#) based across England, and over 7,500 members comprising freelance creatives, museums, heritage and arts organisations. We also have strategic partners across culture, health and social care, including close partnerships with the [All-Party Parliamentary Group for Arts, Health & Wellbeing](#), the [National Centre for Creative Health](#) and the [LENs](#) (Lived Experience Network). Our wider audience includes participants and attendees from arts and culture, statutory and voluntary health and care sectors, community services and educators and researchers, as well as non-specialists with an interest in creativity and wellbeing.

### *Why sponsor us?*

With an exciting mix of national and international speakers, workshop leaders and performers, sponsoring our conference is an excellent way for your business to advertise to a wide market, across multiple sectors. In doing so, you could make a much-needed contribution towards the event and our charitable activities whilst also getting something back: meeting your CSR objectives and gaining wide exposure and new clientele.

- **Reach:** engaged professionals from the culture, health, and community sectors - all of whom may be interested in what you have to offer.
- **Shared Values:** associate your brand with diversity, wellbeing, accessibility, community development and creative transformation.
- **Visibility:** brand exposure via our visually appealing, dynamic on-site presence, digital platform and print materials, maximising recognition.
- **Social return on your investment:** your support will directly enable bursaries, accessible features, and a more inclusive experience, with the impact tracked and shared post-event via our evaluation.

We rely on ticket sales to cover costs, which means we need help to offer subsidised rates and bursaries, and to ensure we can meet our sustainability and [Equity Action Plan](#) commitments.

***We are especially committed to supporting local priorities and community initiatives, so we're offering an extra 20% off to Barnsley based businesses.***

## Sponsorship packages:

<b>The Solid</b> <ul style="list-style-type: none"><li>• Advert in our conference programme</li><li>• Logo on sponsors area of the CHWA conference website page</li></ul>	<b>£100</b>
<b>The Supporter</b> <ul style="list-style-type: none"><li>• Announcement in monthly e-newsletter (7,500 members, 40% click through rate) and on social media channels (3,700 followers across LinkedIn and Instagram)</li><li>• Advert in our conference programme</li><li>• Logo on sponsors area of the CHWA conference website page</li></ul>	<b>£200</b>
<b>The Good Value</b> <ul style="list-style-type: none"><li>• Announcement in monthly e-newsletter (7,500 members, 40% click through rate) and on social media channels (3,700 followers across LinkedIn and Instagram)</li><li>• Advert in our conference programme</li><li>• Logo on sponsors area of the CHWA conference website page</li><li>• Space for roll banners, posters and other brand collateral at the event</li></ul>	<b>£800</b>
<b>The Full Sponsor</b> <ul style="list-style-type: none"><li>• Announcement in monthly e-newsletter (7,500 members, 40% click through rate) and on social media channels (3,700 followers across LinkedIn and Instagram)</li><li>• Advert in our conference programme (print and online)</li><li>• Logo on sponsors area of the CHWA conference website page</li><li>• Space for roll banners, poster and other brand collateral at the event</li><li>• Named supporter of:<ul style="list-style-type: none"><li>○ a breakout session, panel or bursary place</li><li>○ an accessibility feature of the conference (e.g. digital offer, captioning and BSL)</li><li>○ a sustainability feature of the conference (e.g. recyclable cups, responsible food waste, ethically produced uniforms and merchandise)</li></ul></li></ul>	<b>£2,000</b>

To enquire, please email Lara Eggleton at [lara@culturehealthandwellbeing.org.uk](mailto:lara@culturehealthandwellbeing.org.uk). In addition to packages, we are happy to discuss bespoke opportunities, which might include in-kind and volunteering support.

### Conference Links and Social Media

Website: <https://www.culturehealthandwellbeing.org.uk/chwa-conference-2026>

Instagram: [@culturehealthwellbeingalliance](https://www.instagram.com/culturehealthwellbeingalliance)

LinkedIn: <https://uk.linkedin.com/company/culture-health-wellbeing-alliance>

**Get in touch!**

If you're interested in supporting our conference, or would like to understand more, please contact [lara@culturehealthandwellbeing.org.uk](mailto:lara@culturehealthandwellbeing.org.uk)

**Registered address and Company Information**

Culture, Health & Wellbeing Alliance CIC, Barnsley CVS, 23 Queens Road, Barnsley, S71 1AN.  
CHWA is a registered Community Interest Company, no. 12359172.