

# THE BIG DRAW FESTIVAL<sup>®</sup>



**2026 Subscription Package**

# “What is The Big Draw Festival?”

The Big Draw Festival is a worldwide celebration of drawing, bringing people together through the power of creativity. Whether you're an individual, school, museum, care home, or community group, The Big Draw Festival provides a platform to explore drawing and mark-making in all its forms.

Since its launch in 2000, The Big Draw has championed the universal language of drawing as a tool for learning, expression, and innovation. Each year, organisers around the world sign up to The Big Draw Festival and host a range of events, from hands-on workshops and exhibitions to large-scale collaborative projects.

By taking part, you become part of a global movement that promotes creativity, wellbeing, and arts education.



Image: The Big Draw Festival Launch 2025, East Riddlesden Hall



## “When and where is The Big Draw Festival?”

The Big Draw Festival takes place every October, but the fun doesn't stop there! An annual subscription to The Big Draw Festival offers organisers the chance to list unlimited events on The Big Draw website throughout 2026, so you'll find Big Draw activities happening all year round.

Launched in London in 2000, the Festival has since grown into a global movement. Over the past decade, organisations in more than 35 countries have hosted events as part of The Big Draw Festival.

**In the last 10 years...**

**35+**  
**Countries**

**4,000+**  
**Organisations**

**1,000+**  
**Annual Events**

**500,000**  
**Annual Participants**

*Image: Hauser & Wirth Downtown Los Angeles, The Big Draw Festival 2025. Courtesy Hauser & Wirth. Photo credit: Sarah Golonka | smg photography*

# “What can I do as part of The Big Draw?”

The Big Draw Festival is designed to be as flexible and creative as you are. There’s no single way to take part - organisers across the world bring the Festival to life through a huge variety of events and activities.

You might consider:

- Hands-on workshops
- Live drawing demonstrations
- Collaborative installations
- Sketchwalks and outdoor sessions
- Artist talks and panel discussions
- Family drop-in activities
- School and community projects
- Themed creative challenges

From intimate gatherings to city-wide celebrations, The Big Draw can be adapted to suit your space, audience, and creative ambitions. Whether you’re a museum, gallery, school, library, or independent artist, we encourage you to experiment, collaborate, and make it your own.



Image: Corstorphine & Wright Big Draw Event 2025. Photo credit: Brandon Few



Image: The MAC Museum Australia Big Draw event

## **“Why should I take part?”**

Taking part in The Big Draw Festival is a chance to inspire your community, attract new audiences, and highlight the power of creativity.

As a Big Draw Festival organiser, you'll be part of a global movement, connecting with like-minded organisations and individuals who believe in the importance of drawing. The Festival provides a unique opportunity to engage visitors - whether deepening relationships with existing audiences, or reaching those who may not traditionally participate in the arts.

The Big Draw brand brings international recognition, adding credibility and visibility to your event. Organisers benefit from our promotional support, branding materials, and access to a network of creative collaborators. No matter the size of your organisation, The Big Draw Festival is a platform to showcase your commitment to creativity and join a worldwide celebration of drawing in all its forms.

**“It is one of the highlights of the Art and Design department year... It allows staff and learners to collaborate with a shared goal.”**

- Caroline Macleod  
Braes High School

**“One of the major benefits [of The Big Draw Festival] is attracting a new and engaged audience who might not have visited on a regular museum day.”**

- Tracie Timmer,  
Walt Disney Family Museum

**“I would 100% recommend that other organisations register to take part in the next Big Draw Festival. The process was so easy and the team have been so supportive!”**

- Leyla Bumbra,  
The Courtauld

**“Being a small cog in a giant creative wheel is a joy... Branding events as part of the international Big Draw Festival gives it a validation beyond your organisation and lifts the event beyond what we can manage locally.”**

- Helen Ackroyd,  
Inspire: Culture, Learning & Libraries

**“[Taking part in The Big Draw Festival] enhances the ability of organising events as an individual organiser!”**

- Dr Anamica Bhattacharya  
Individual organiser

**“The Learning team at Hauser & Wirth love that our Big Draw Learning events foster a global connection.”**

- Anna Brown  
Hauser & Wirth

# This year's theme: Make a Mark!

**Exploring process, play, and materiality through drawing**

Building on 2025's theme 'Drawn Together', which celebrated community and connection, The Big Draw Festival 2026: 'Make a Mark' turns the focus to the act of creation itself.

This year, we celebrate drawing as more than a visual language, inviting participants to view drawing as a dynamic and evolving process - a form of playful inquiry and reflection that helps us question, record and engage with the world around us.

Mark making transforms creativity into action. Through gesture, movement and touch, drawing becomes a language of one's own and a unique form of expression and individuality.

This year's festival offers a space for experimentation and creative freedom where everyone can get involved and make their mark!



*Image: Young V&A Big Draw event 2025, Marion Deuchars Book Launch. Photo credit: Sandra Elbert*

# 2026 Subscription Levels

All subscriptions run until 31st December 2026

					Festival Partner Level	
Individuals £12 (inc. VAT)	Grassroots organisations £90 (inc. VAT)	Non-fee paying schools FREE	Fee paying schools £180 (inc. VAT)	Small organisations £180 (inc. VAT)	Medium organisations £480 (inc. VAT)	Large organisations £840 (inc. VAT)
<p><b>Who this is for:</b> Artists, illustrators, designers, makers, and freelancers delivering events independently (i.e., not representing or working with an organisation, venue, or business).</p> <p><b>You fit into this category if you:</b></p> <ul style="list-style-type: none"> <li>✔ are an independent artist/freelancer</li> <li>✔ are working without partner organisations or venues</li> <li>✔ run your own projects or activities</li> </ul> <p><b>This is NOT for you if you:</b></p> <ul style="list-style-type: none"> <li>✘ are a freelancer representing / running events with a school, business, or organisation.</li> </ul>	<p><b>Who this is for:</b> Small, hyper-local community or volunteer-led groups run on limited budgets with low annual turnover.</p> <p><b>Examples:</b> Volunteer collectives, community art clubs/groups, neighbourhood groups, small informal networks.</p> <p><b>You fit into this category if you:</b></p> <ul style="list-style-type: none"> <li>✔ are volunteer-run or have a team of 1-2 full-time paid staff</li> <li>✔ are hyper local/community-focused</li> <li>✔ run informal small-scale programming</li> </ul> <p><b>This is NOT for you if you:</b></p> <ul style="list-style-type: none"> <li>✘ employ a wider staff team or have multiple departments</li> <li>✘ deliver a formal/structured public programme</li> </ul>	<p><b>Who this is for:</b> State-funded schools, including academies and non-fee-paying educational settings.</p> <p><b>Definition:</b> One school site running Big Draw activities for pupils and/or community.</p> <p><b>You fit into this category if you:</b></p> <ul style="list-style-type: none"> <li>✔ are one school site</li> <li>✔ are state-funded / do not charge tuition fees</li> <li>✔ are running events for your pupils and/or community</li> </ul> <p><b>This is NOT for you if you:</b></p> <ul style="list-style-type: none"> <li>✘ are a private / independent school</li> </ul>	<p><b>Who this is for:</b> Independent/private schools and any educational institution where parents or guardians pay tuition fees.</p> <p><b>Definition:</b> One school site registering to run Big Draw activities for pupils and/or community.</p> <p><b>You fit into this category if you:</b></p> <ul style="list-style-type: none"> <li>✔ are one school site</li> <li>✔ charge tuition fees</li> <li>✔ are running events for your pupils and/or community</li> </ul> <p><b>This is NOT for you if you:</b></p> <ul style="list-style-type: none"> <li>✘ are a state-funded school or academy</li> </ul>	<p><b>Who this is for:</b> Local organisations with modest budgets and small teams, typically serving local communities rather than regions.</p> <p><b>Examples:</b> Local galleries, artist-led studios and societies, small charities, youth arts organisations, community centres, libraries.</p> <p><b>You fit into this category if you:</b></p> <ul style="list-style-type: none"> <li>✔ operate across one site with a small staff team</li> <li>✔ have a local reach</li> <li>✔ have a limited annual budget</li> </ul> <p><b>This is NOT for you if you:</b></p> <ul style="list-style-type: none"> <li>✘ operate across multiple sites or deliver funded regional programmes</li> </ul>	<p><b>Who this is for:</b> Organisations with wider public reach, structured programming, and larger operating budgets, not on a national scale.</p> <p><b>Examples:</b> Regional museums, cultural centres, universities, shopping centres, town-centre spaces, mid-sized charities.</p> <p><b>You fit into this category if you:</b></p> <ul style="list-style-type: none"> <li>✔ have a regional reach</li> <li>✔ have a formal staff structure</li> <li>✔ have an established public events programme</li> </ul> <p><b>This is NOT for you if you:</b></p> <ul style="list-style-type: none"> <li>✘ operate across more than 5 sites</li> <li>✘ deliver national-scale programmes or operate as a major public institution</li> </ul>	<p><b>Who this is for:</b> Major organisations with national or international reach <b>or</b> operating across multiple sites (5-10), significant budgets, and the capacity to deliver large-scale public programmes.</p> <p><b>Examples:</b> National museums, major cultural institutions, local authorities, visitor attractions.</p> <p><b>You fit into this category if you:</b></p> <ul style="list-style-type: none"> <li>✔ have a national or international reach</li> <li>✔ have significant annual budget/ turnover</li> <li>✔ have an established public events and learning programme delivering large-scale public events</li> </ul> <p><b>This is NOT for you if you:</b></p> <ul style="list-style-type: none"> <li>✘ operate across more than 10 sites</li> </ul>

We have tried to make our subscription categories and costs as fair and accessible as possible. If you're not sure which category you fall into, or your budget doesn't match our tiers, please do get in touch: [enquiries@thebigdraw.org](mailto:enquiries@thebigdraw.org)

# Subscription Benefits

Benefit	Individuals	Grassroots orgs	Non-fee paying schools	Fee paying schools	Small orgs	Medium orgs	Large orgs
Unlimited event listings on The Big Draw website in 2026	✓	✓	✓	✓	✓	✓	✓
Access to official Big Draw logos & digital marketing assets	✓	✓	✓	✓	✓	✓	✓
Digital resources & case studies for event planning	✓	✓	✓	✓	✓	✓	✓
Eligibility to apply for The Big Draw Festival Awards	✓	✓	✓	✓	✓	✓	✓
Access to marketing toolkit, press release & sponsorship templates	✓	✓	✓	✓	✓	✓	✓
Welcome pack in the post of posters, certificates and sticker sheets	✗	✓	✓	✓	✓	✓	✓
Logo featured on The Big Draw website	✗	✗	✗	✗	✗	✓	✓
Interview feature / spotlight article on The Big Draw Blog	✗	✗	✗	✗	✗	✓	✓
Features in The Big Draw newsletters	✗	✗	✗	✗	✗	✓	✓
Features in the official Big Draw Festival press release	✗	✗	✗	✗	✗	✓	✓
Ability to run Big Draw events across up to 5 different sites	✗	✗	✗	✗	✗	✓	✓
Ability to run Big Draw events across up to 5 different sites	✗	✗	✗	✗	✗	✗	✓

If you operate across more than 10 sites and are interested in running a large-scale Big Draw programme, please get in touch with us about other levels of partnership and how we might be able to work together!

The Big Draw is a registered and protected trademark, and any organisation using the logo or referencing The Big Draw in their event promotion needs to be registered at the correct tier.

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Previous Festival Partners and collaborators include...



## Become a Festival Partner

Starting at £400+VAT, our Sponsor-Partner package offers a closer partnership with The Big Draw Festival. We'll work with you to showcase your organisation and highlight your commitment to drawing and creativity.

What's included?

- **Feature in a dedicated blog post:** Engaging content, whether it's a one-off spotlight or a series of posts featuring interviews with artists, curators, or industry experts.
- **Logo placement on The Big Draw website:** Gain visibility alongside a global community of creative organisations.
- **Inclusion in our newsletter:** Your organisation will be featured in a newsletter to our mailing list, reaching thousands of subscribers.
- **Mention in our press release:** Be part of our official festival announcements shared with media outlets.

We've partnered with a wide range of different organisations. Some of our major partnerships have included Apple, running a global programme with thousands of Big Draw events in Apple stores worldwide, and Care UK, engaging 50+ care homes across the UK in creative activities. We also collaborated with the National Trust in 2025 to bring The Big Draw to more National Trust sites than ever before!

If you would like to explore a larger-scale partnership, please contact:

**Matilda Barratt**

Director of The Big Draw

[matilda@thebigdraw.org](mailto:matilda@thebigdraw.org)

# Sponsorship Opportunities

If you would like to explore a broader relationship with the festival, you might like to consider becoming a sponsor.

To discuss sponsorship opportunities, please contact:

**Matilda Barratt**

Director of The Big Draw

[matilda@thebigdraw.org](mailto:matilda@thebigdraw.org)

## Sponsors include...



Image: Today at Apple Regent Street, The Big Draw Festival 2019



Image: UWE, The Big Draw Festival 2025

## Get in touch

To discuss the different subscription tiers, and talk through your programme plans, please contact:

**Elisha Keyworth**

Programmes and Operations Manager

[elisha@thebigdraw.org](mailto:elisha@thebigdraw.org)

**The Big Draw Team**

[enquiries@thebigdraw.org](mailto:enquiries@thebigdraw.org)



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Want to keep up to date with the latest Big Draw news and events?

[Sign up to our newsletter!](#)

# Thank you!

Without any public subsidy, we rely on you, our organisers, to keep The Big Draw Festival going.

You are not only taking part in The World's Biggest Drawing Festival, you are supporting The Big Draw charity and joining a movement heralding the vital role of drawing and creativity in our schools, workplaces, healthcare settings and beyond.

So, thank you. We are so grateful for each and every one of you!



Image: The Big Draw Festival Launch Granary Square