

# POSITIVE EAST

## CASE STUDY

# RICH MIX

Rich Mix is a charity that connects some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture. Our five storey building is a Shoreditch landmark. Inside, many of our spaces are available to hire, from our fully equipped main stage, theatre and studios, to our three cinema screens, Cinema Bar and boardroom.

As a charity ourselves, we love supporting organisations to help make their events happen. Not-for-profits collaborate with us to produce fundraising events, award ceremonies and galas, with our experienced event managers, catering and technical staff on-hand to support all of your corporate hire needs.





Rich Mix hosted Positive East, a charity based in east London, working to improve the quality of life of individuals and communities affected by HIV. With plans to host an annual fundraising gala for 100 guests, we helped Positive East bring their event to life, with a reception, sit-down meal and entertainment.

When looking for a space to hire, Positive East said they particularly wanted to work with a registered charity based in east London that was both affordable and flexible, adding that: “It’s important that the venue matches our ethos.”

Asked what drew Positive East to Rich Mix, they told us:

“We liked that any income earned from the event would go back into Rich Mix’s community-based programmes. There were two distinct spaces for the event (a reception followed by a formal dinner), and we were attracted by it being an arts venue as the event was art focused (dance, theatre, film, and music).

The size of the spaces worked well for the number of attendees (100) and we were able to transform the theatre space into a dynamic dining room with a projector, lights, performance and full AV.”

On the night, Positive East said the technical support was excellent, and feedback from their guests was “very positive”:

“We purposely choose to host our annual Positive Feast fundraising gala at Rich Mix as they are an organisation that reflects our ethos and principles as a charity. Their performance spaces worked perfectly, and allowed Positive Feast to incorporate theatre, dance, film and music – all lending itself to a memorable experience for our major donors and supporters.”

Zone 1 location, a short distance from Liverpool Street Station and Shoreditch High Street Overground

We can organise a wide scope of events, including conferences, fundraising balls, galas and award ceremonies

Flexible prices for charities of every size

Accessible building (more info at [richmix.org.uk/visit-us/accessibility](http://richmix.org.uk/visit-us/accessibility))

Wi-Fi capabilities and air conditioning

As a registered charity, all our venue hire profits serve our core purpose; supporting new and emerging talent, our work with local communities and young people.

**GET IN TOUCH** – The best starting point to plan your event at Rich Mix is to contact us and tell us everything you hope to achieve via our online enquiry form. We’ll then come back to you with some ideas.

**[RICHMIX.ORG.UK/HIREUS](http://RICHMIX.ORG.UK/HIREUS)**