

# POSITIVE EAST

## CASE STUDY

# RICH MIX

Rich Mix is an arts centre, cinema and charity.

East London's home of independent film and music, we connect some of the city's most adventurous and diverse audiences to our exciting, ambitious and vital programme of contemporary culture.

As one of London's busiest arts centres, we're experienced in staging and presenting events of every kind. Our skilled team can expertly plan your event and ensure everything goes to plan on the day.





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.

**‘We purposely choose to host our annual fundraising gala at Rich Mix as they are an organisation that reflects our ethos and principles as a charity.’**

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’: ‘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.’

We can organise a wide range of events, including conferences, parties, product launches and more	Zone 1 location, a short distance from Shoreditch High Street Overground and Liverpool Street Station	We offer versatile and unique spaces for 80–370 people  Accessible building (more info at <a href="http://rich-mix.org.uk/visit-us/accessibility">rich-mix.org.uk/visit-us/accessibility</a> )	As an independent charity, all venue hire profits go back into supporting our mission and core purpose: welcoming the communities of the world in East London to create, enjoy and share culture.
Flexible prices for events of every size	Spaces available to hire on their own or in conjunction with other spaces	Wi-Fi and air conditioning	

**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/HIRE-US](http://RICHMIX.ORG.UK/HIRE-US) | [EVENTS@RICHMIX.ORG.UK](mailto:EVENTS@RICHMIX.ORG.UK)**