



# CRADLE

2024



# UNMASKED

CRADLE ARTS FESTIVAL 2024

October 19<sup>th</sup> - 20<sup>th</sup>, Carnivore Grounds  
CREATING MENTAL WEALTH IN KENYA  
ONE COLLABORATION AT A TIME



The World Health Organization describes mental health as a "**state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community.**"

Truly, how many of us can claim to cope with everyday stresses all the time?

Mental distress affects each and every one.

1 in 4 Kenyans live with mental health challenges. The youth are the most vulnerable and thus most affected by mental illness. Among other reasons low levels of awareness, inadequate access to care, stigma and high cost of care are to blame. Globally, suicide is the second highest reason for death among 15-29 year olds. In Kenya the numbers are rising, going up by 60% in the last decade.

We believe talking about mental health is the first giant leap towards changing the narrative. Talking about mental health helps improve our communities by:

- Making it more acceptable for those suffering from mental illnesses to seek help, learn to cope, and get on the road to recovery.
- Providing information and understanding to those with family or friends who struggle with mental illness.



# CRADLE ARTS

Cradle Arts is a non-profit organization born from a collaboration between Mental360 and Headspace254, which works with artists to change the way Kenya talks about and understands mental health.

Art is a powerful tool for breaking down complex topics and carrying a message in a way that reaches deeply into people's psyche. Cradle Arts seeks to do just that - work with artists to break the shackles of stigma and deliver positive messages to the world in varied contexts.

Our vision is to create a new cohort of young artists who can raise mental health awareness across the country thus building a generation of empowered change-makers to help define mental health in Kenya and use the skills learnt to take on other social or human rights issues.



## WHY THE ARTS FOR MENTAL HEALTH?

**"Creativity in and of itself is important for remaining healthy, remaining connected to yourself and connected to the world."**

*– Christianne Strang, Professor of Neuroscience*

Very few of us have the right words to adequately describe mental illness so the majority of the information we have about mental health is sourced from politicians, academics, religious leaders and the medical fraternity. It is a highly intellectualized subject. Very often the language used by these groups is difficult to understand, digest and personalize.



## WHY THE ARTS FOR MENTAL HEALTH?

Art transcends the intellectual. Art, in any form, brings the artist and the viewer together in personal dialogue. It has the capacity to touch people's emotions in a very deep, unified way. It is personal and relatable. It affords the creator profound catharsis and can bring the viewer or listener courage, hope and inspiration.

*Art as a form of mental health treatment dates back to the mid-20th century, when soldiers returning from the battlefields of World War II were left with a condition that was known as "shell shock," but is now called post-traumatic stress disorder. Veterans painted, drew, sculpted and used other forms of art to help process what they'd witnessed and experienced at war.*

*"They struggled with traditional forms of medical and therapeutic intervention," says Girija Kaimal, an art therapist at Drexel University and the president of the American Art Therapy Association (AATA). "Experiences like trauma are very difficult to articulate into words, so therapies that can support and connect patients with nonverbal expression are really the foundation of the creative arts therapies."*

A BRIEF HISTORY

2019



**A recent UK study showed that 77% of respondents said that interesting social, cultural or wellbeing events added to their overall wellbeing.**

# THE INAUGURAL CRADLE ARTS FESTIVAL 2019

On 26th October 2019, the Inaugural Cradle Arts Festival hosted over 700 people in Nairobi. The emphasis was on challenging pre-conceived ideas about mental health through artistic expression. It brought together live music, spoken-word, personal storytelling, poetry, dance, visual art and theatrical performances.

Unfortunately, the festival faced disruptions due to the COVID-19 pandemic.  
So let's bring it back this year

20  
19



A MENTAL 360 AND HEADSPACE254 EVENT IN ASSOCIATION WITH SWVL

DJ EUPHORIQUE  
MIZIZI AFRIQA  
NAITIEMU  
RIX POET  
SILAYIO  
J-MARS  
COLLO  
NIURU  
TAIO

FEATURING  
**MUGAMBI NTHIGA**  
PERFORMING  
**EVERY BRILLIANT THING**  
BY DUNCAN MACMILLAN  
WITH JONNY DONAHOE  
PRODUCED BY JULISA ROWE OF ACT KENYA

# CRADLE

ARTS FESTIVAL 2019

LAVA LATTE, 209 STATE HOUSE ROAD, NAIROBI  
SATURDAY OCTOBER 26, 10AM-7PM

TICKETS AVAILABLE AT [MOOKH.COM](http://MOOKH.COM)  
EARLYBIRD 1000/- ADVANCE 1500/-

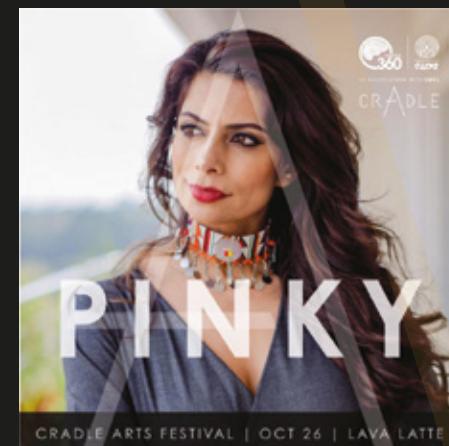
TRANSPORT 50/- FROM ANYWHERE IN NAIROBI WITH SWVL

PROCEEDS GO TOWARDS CREATING SUSTAINABLE MENTAL HEALTH SOLUTIONS FOR ALL KENYANS

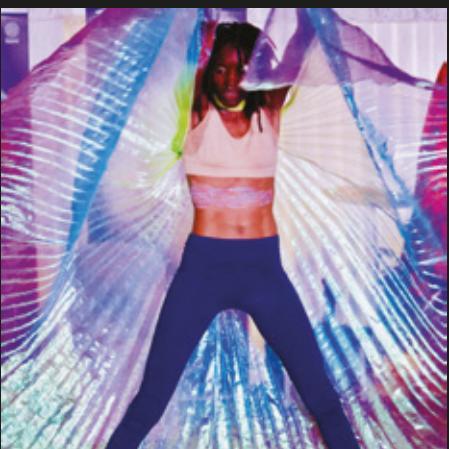


mookh.

20  
19



20  
19

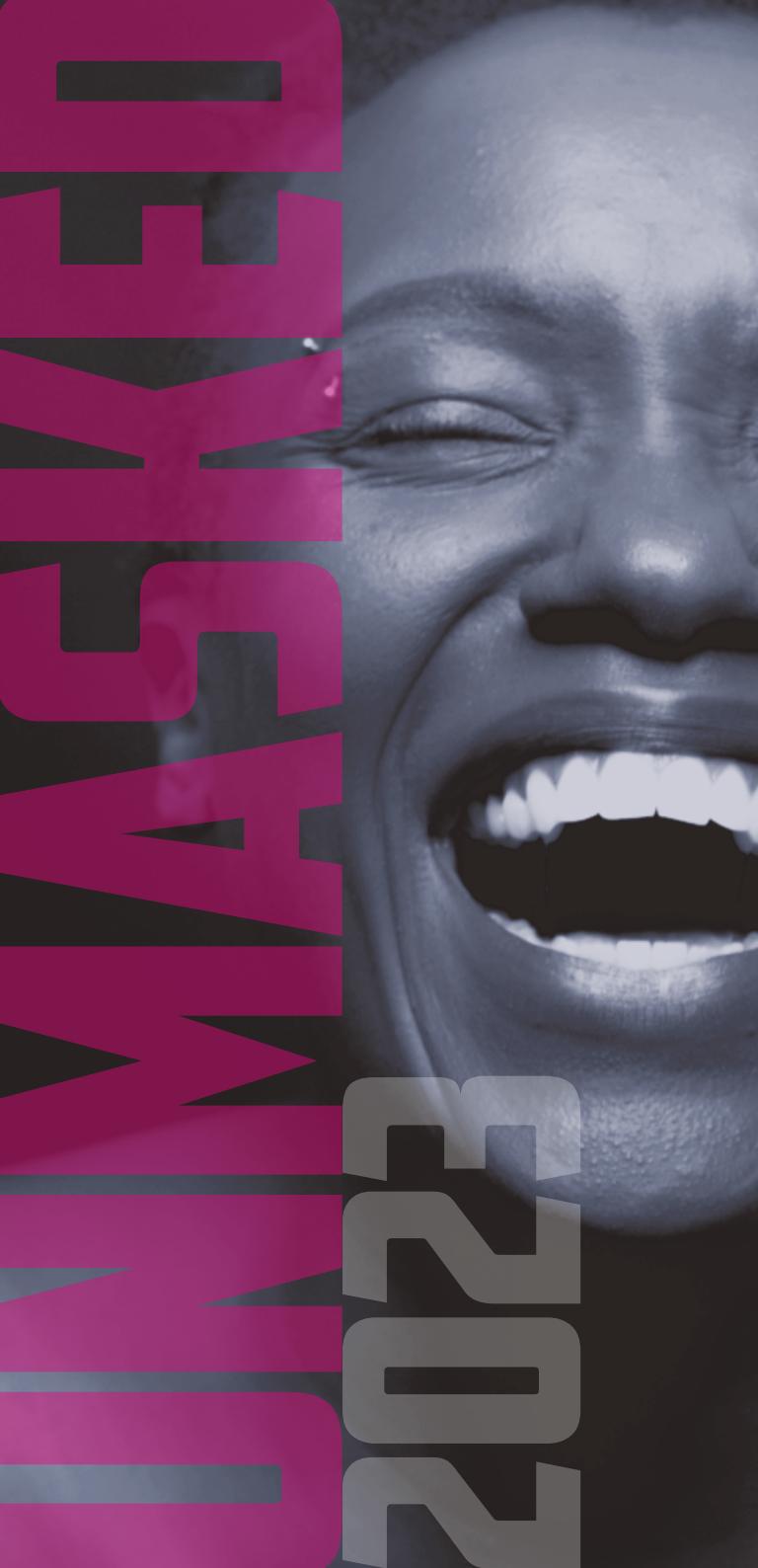


20  
19





BIGGER, BETTER, BRIGHTER



# CRADLE ARTS FESTIVAL 2024

This year, the festival will take place on the 19-20 of October 2024 and aims to attract 4000 in person attendees and 100,000 views online. Based on the positive response from our first festival in 2019, we strongly believe the festival will become one the most necessary and impactful annual social events in Kenya.

Cradle Arts Festival 2024 aims to provide an outlet for people to share their experiences and discover their authentic selves, learn from peers and professionals, and strengthen social support systems

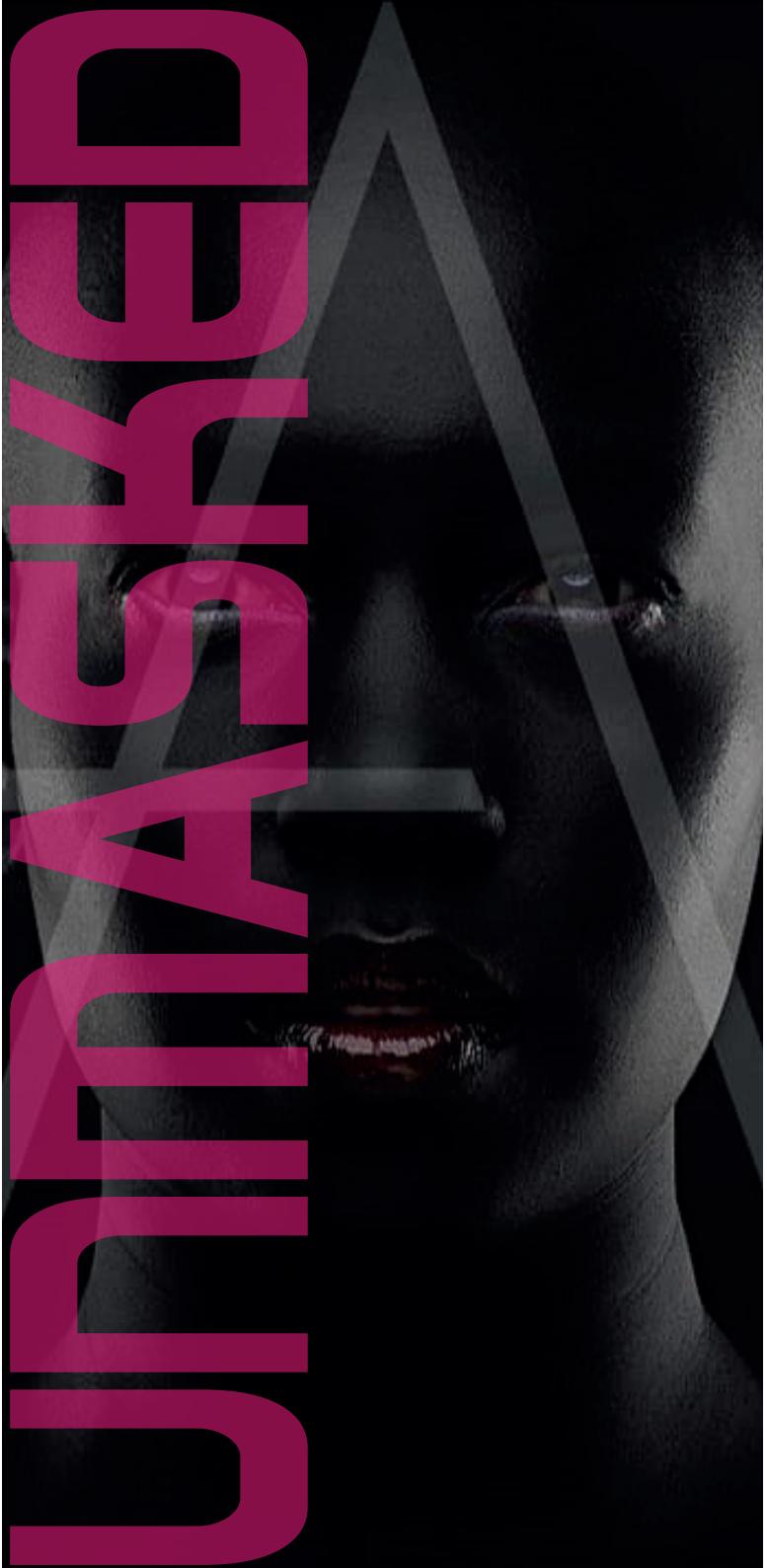
It will be an exciting and eclectic extravaganza of thought-provoking performances and interactions all geared towards inspiring festival goers build mental resilience and inspire them and their loved ones to embark upon their own journeys to wellness.

The festival will be streamed on YouTube, Instagram, Facebook, TikTok and the Cradle Arts website, with the aim of reaching a significant global audience.



# OBJECTIVES

- Embrace creativity as the key tool to raise awareness on mental health
- Educate the audience on ways of taking care of their mental health post COVID-19 and beyond
- Sensitize the audience on the ways to support people living with mental illness
- Raise funds for mental health projects
- Provide opportunities for young upcoming artistes to grow their careers
- Provide an opportunity for people to experience Kenyan culture through arts
- Promote the use of art as a form of therapy and expression for people living with mental illnesses
- Promote cultural diversity



# FILM SCREENINGS

JULY - OCTOBER

KENYAN-MADE FILMS, SHORTS  
& DOCUMENTARIES + Q&A's

Lusala(feature)  
What's Eating My Mind  
Act Of Love  
White Film(Docuseries)

Venue - Unseen Grounds



DAY ONE

# UNMASKED LIVE

OCTOBER 19-20<sup>TH</sup>, 11AM

Live Performances All Day

Music, Art Exhibition, Poetry, Storytelling  
Dance, Fashion

Venue, Cost



# UNMASKED LIVE

## OCTOBER 20<sup>TH</sup>, 2PM & 6PM

### THE MANIC MONOLOGUES

The highly-acclaimed The Manic Monologues is making a come-back after its sell-out run in 2022. Produced by Shalini Bhalla-Lucas and Amar Vidyarthi and directed by the award-winning director Mugambi Nthiga. The show will feature a stellar cast of some of the most celebrated actors in Kenyan theatre. This groundbreaking performance showcases captivating stories from those touched by mental illness. You'll hear true stories about struggle and pain, but also triumph and joy. These diverse, moving narratives will greatly challenge your assumptions about what it means to live with a mental health condition.

# CRADLE ARTS OBJECTIVES

# 2024

The Cradle Arts Festival 2024 is an annual event that celebrates art and creativity in the community while increasing awareness about mental health and wellness. The festival showcases various art forms and provides a platform for young artists to showcase their work. The festival organisers are currently planning for a successful event, including selection of the venue, coordination with artists, management of the budget, and marketing and promotion.

The festival will take place on October 19-20, 2023, and has a budget requirement of \$90,000.

The organisers are seeking sponsorships and donations to help cover the costs of the festival. The proceeds from the festival will go toward community outreach activities in a bid to foster entrepreneurship and skill-building.

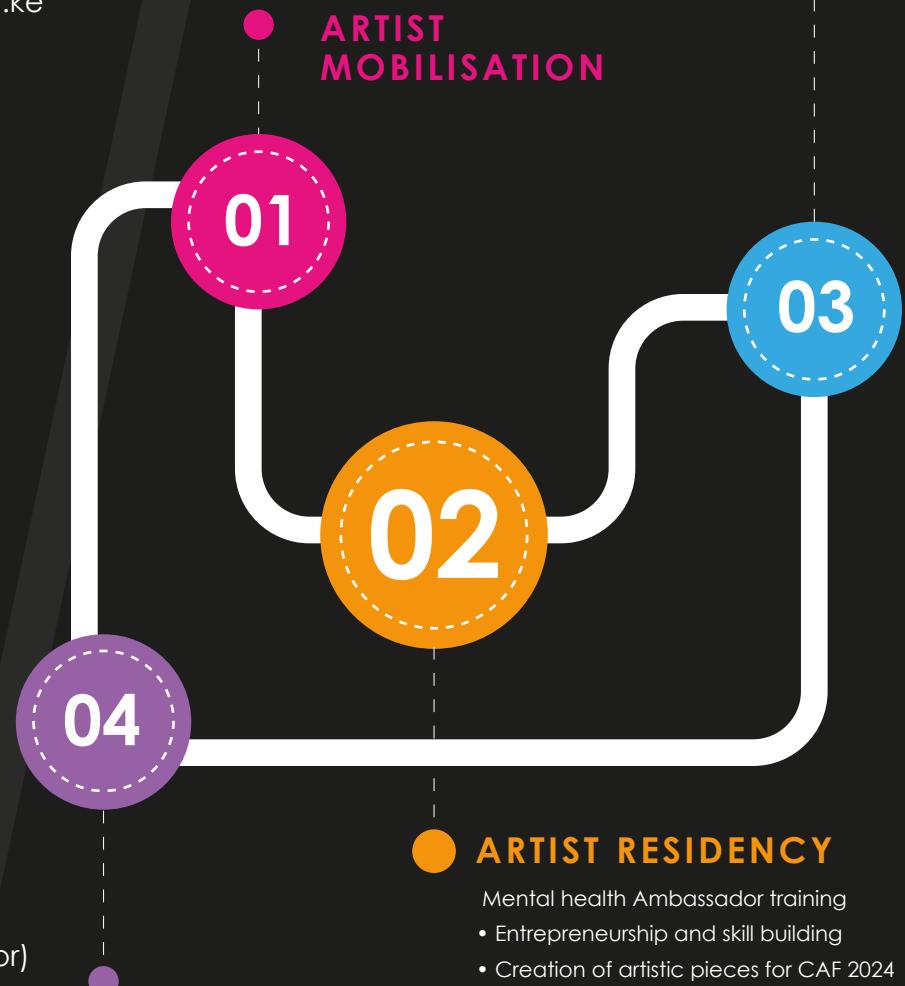
## COMMUNITY OUTREACH

- CRADLE CARAVAN (#timetotalk)
- Contextualisation of art pieces/performances
- Stakeholder engagement (Govt, community, sector)

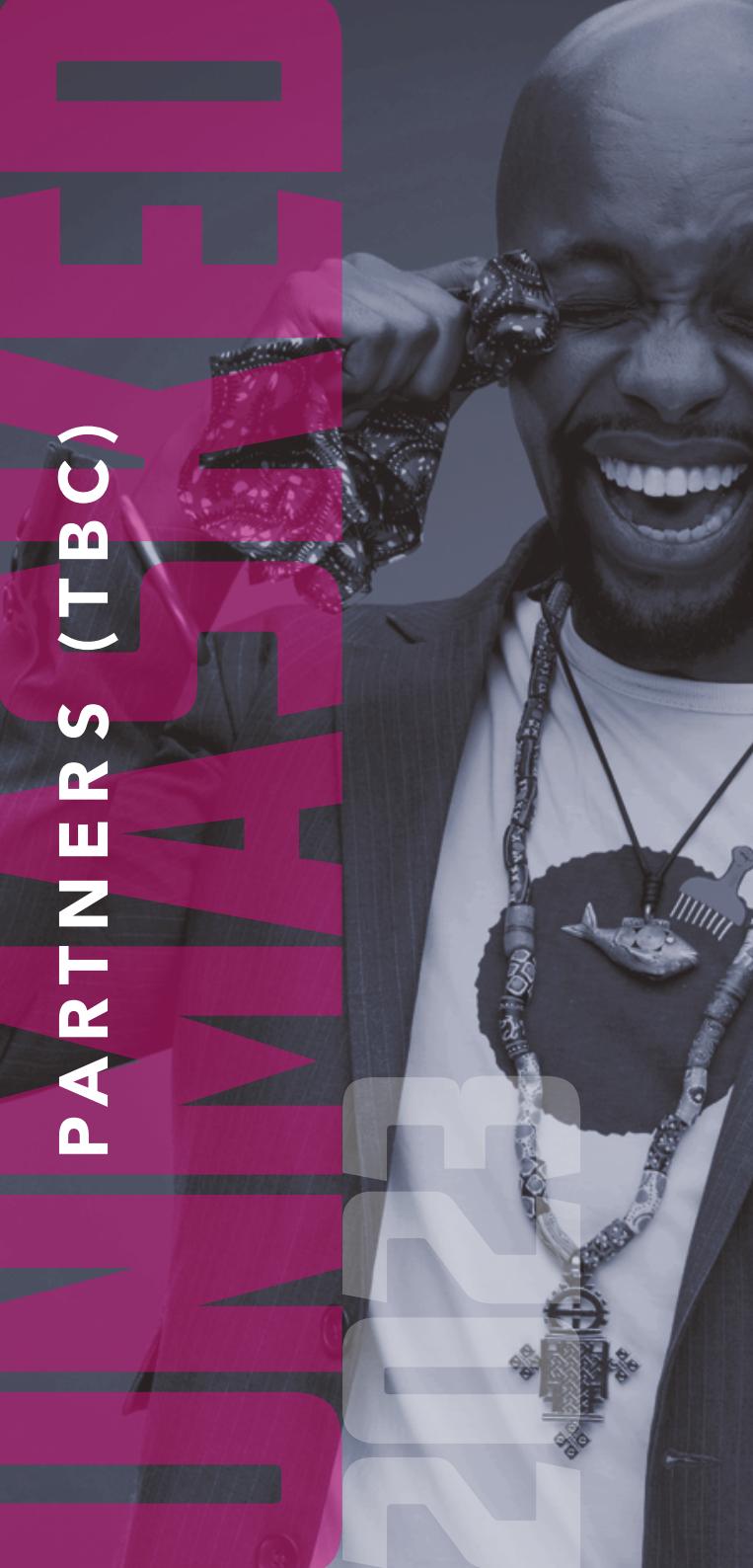
Additionally, the Cradle Arts Organization is seeking partnerships for talent identification and support, connecting with like-minded individuals/collectives, promoting the festival, and long-term funding for an artist residency and mental health ambassador training.  
For more information contact [bright@mental360.or.ke](mailto:bright@mental360.or.ke)

## CRADLE ARTS FESTIVAL

- Awareness creation
- Fundraising for outreach activation
- Advocacy



# PARTNERS (TBC)



**SUPersonic**  
AFRICA



**mookh.**



ChezaCheza

**SHAMBÀ**  
KENYA



Nation Media Group  
Media of Africa for Africa

groupm

KenGen

NCBA

MINISTRY OF HEALTH



# MARKETING ACTIVITY

4 month marketing strategy utilizing the following channels:

- Influence-led co-created social media campaign
- TV spots and interviews on entertainment, music and lifestyle shows on major channels
- Radio spots and interviews on major stations.
- Newspapers - at least 6 advertisements in national dailies
- Editorial - write-up pre-event in major national newspapers
- Regular column about arts and mental health in national newspaper
- Sale of branded merchandise (ongoing)
- Promo crew - high energy crews of over 10 people in branded cars and t-shirts in shopping and high population areas
- Website advertisements on partner site and own site.
- Interactive website promotion

# MERCH



# M E R C H



## SPONSORSHIP PACKAGES

All funds raised will go towards;

Hosting and broadcast of the event

Ongoing mental health awareness programs and projects(Cradle Arts, Headspace254, Mental 360)

Providing affordable and accessible care for those in need (Mental 360)

PACKAGES	NAKUJALI KES 5,000,000 (20 tickets)	RAFIKI KES 3-4,000,000 (15 tickets)	TUBONGE KES 500K-1.5000,000 (5 tickets)	MEDIA PARTNER
Logo on all visual and print advertising	+	+	+	+
Product display tent on the venue grounds	+	+	+	+
Interaction with media through mentions and interviews	+	+	+	+
MC Mentions	+	+	+	+
Involvement in PR activities	+	+	+	+
Own VIP hospitality tent	+	+	+	+
Logo on IEC materials	+	+	+	+
Branding ownership of major highlights/ segments of the festival	<b>50% visibility</b>	<b>30% visibility</b>	<b>5% visibility</b>	+
Free access to mental health awareness events	+			
Free Therapy sessions	+			
Complementary promotional branding within the community	+			
Keynote Speech	+			

# CONTACT

Bright Shitemi (MENTAL 360)

+254 710 256 888

[bright@mental360.or.ke](mailto:bright@mental360.or.ke)

JASON BRUCKNER (HEADSPACE254)

+254 728 608 632

[jason@cradlearts.africa](mailto:jason@cradlearts.africa)

# I THANK YOU



CRADLE