Sip and Paint: how to run your own event

Overview



A Sip and Paint event is a relaxed social fundraiser where participants enjoy a drink while creating a painting or decorative item under the guidance of an artist. These events appeal to a wide range of ages and abilities and are a popular way to bring people together while raising funds for Marie Curie.

A typical Sip and Paint event can raise **£200-£600**, depending on venue capacity, ticket pricing and any additional fundraising activities

Key points to consider

Success Factors Successful events often have: • Strong local networks and community support • Effective social media promotion • An enthusiastic artist or activity leader • A welcoming venue with suitable space • Good planning around materials and costs	**Timeline** Plan your event **2-3 months** in advance to allow time for: • Booking a venue • Finding an artist • Sourcing materials • Selling tickets • Promoting the event locally Evenings or weekends would be best for these types of events. Why not consider a seasonal theme for your event?	**Venue Requirements** Choose a venue with: • Space for tables and chairs • Easy access and parking • Permission for paints to be used • Facilities for refreshments if required Community halls, cafés, bars, restaurants and event spaces can all work well. Protect tables with plastic tablecloths where possible
Artist and Activity Leader You will need someone to guide participants through the activity. This could be: • A volunteer from your fundraising group • A local artist • An art student • A community volunteer • A professional Sip and Paint company	**Materials Required** Typical materials include: • Canvas or painting surface • Paints • Brushes • Palettes or paper plates • Water pots • Paper towels • Table coverings • Easels or stands (optional) • Aprons (or ask participants to bring their own)	**Fundraising Model** Ticket sales are usually the main source of income. Recommended pricing: • **£20-£40 per person** Ticket prices should cover venue and material costs while remaining competitive with similar local events. Group discounts can help attract larger bookings.

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The artist doesn't need to be a professional teacher but should be confident leading a group through the activity.	Consider asking local schools, colleges or businesses to donate or loan materials.	Increase income through: • Raffles or tombolas • Auctions • Cake sales • Tea, coffee or refreshments • Local sponsorship • Donations of drinks or supplies from local businesses
Promotion Promote through: • Social media • Friends and family networks • Community groups • Local newspapers and magazines • Universities and colleges • Local companies • Posters in community venues Many successful events attract attendees through word of mouth and local social media.	**Volunteer Roles** You may need volunteers to: • Welcome and register attendees • Support the artist • Serve welcome drinks • Run raffles or fundraising activities • Take photographs • Help set up and clear away the venue	**Health & Safety** • Complete an Event Activity Plan and risk assessment in advance. • Ensure venue requirements are met. • Consider any food or drink regulations if refreshments are provided. • Share any venue contracts with your Community Fundraiser. • Obtain photo permissions if photographs are being taken. • For any emergencies on the day, call CFIT on 0800 3047112
Event Day A typical event may follow this format: 1. Set up tables, materials and refreshments. 2. Welcome participants and provide a drink. 3. Introduce the artist and activity. 4. Guide participants through the painting in stages. 5. Allow breaks and drying time where needed. 6. Run any raffles or additional fundraising activities. 7. Participants take home their artwork. 8. Pack down and clear the venue.		

Expected Outcome

A Sip and Paint event is a low-risk, community-focused fundraiser that can raise **£200-£600+** while providing a fun and creative experience. With good promotion, an engaging artist and careful budgeting, it can also attract new supporters and become a repeat annual event. For more support on running an event like this, speak to your local Community Fundraiser.

Case Study: Marie Curie Gloucester Road Hub

The Marie Curie Gloucester Road Hub in Bristol held a sip and paint event in October 2024. The shop has an event space that would comfortably allow 15 participants to attend.



Steph from the hub is an artist and picked an autumn scene as inspiration to tie in with the time of the year.

A glass of fizz was provided on arrival or juice as a non-alcoholic alternative, which was kindly donated by the local Co-Op. The shop already had some of the materials needed, as did Steph, and these were used on the night.

Tickets were sold through Trybooking and from the Marie Curie shop on Gloucester Road. Tickets were priced at £18 each or 2 for £30, but on reflection tickets could have been sold for more following feedback. The event was promoted on social media and on an events board at the shop. The event sold out so was a sign that it could be held again. They raised £270.

The amount you can raise will depend on the size of the venue and the number of participants but typically you would expect to raise **£200-£600.**

Your Sip and Paint Event Checklist

Before the event

☐ Organise your venue, choose a date and source any paperwork you need
☐ Source on an artist to run the event
☐ Source materials
☐ Consider sponsorship from local businesses or other fundraising methods
☐ Organise refreshments or ensure this is provided by the venue
☐ Set up Trybooking for ticket sales
☐ Complete your Event Activity Plan
☐ Promote the event to your local community

On the day

☐ Organise volunteers
☐ Registration desk/welcome drink
☐ Set up the venue to allow enough space
☐ Run extra fundraising activities (raffle/tombola)
☐ Take photos, asking for permission (use permission form)

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☐ Clear away

After the event

☐ Thank the artist, venue, and volunteers
☐ Bank any money raised on the night
☐ Post event press release with photos
☐ Review the event with your group members and Community Fundraiser

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