

SPONSORSHIP PROPOSAL 169 Annual Open Exhibition



**Saturday 8 October –
Sunday 8 January 2022**

**Cost of Exclusive Sponsorship –
£6,500 (exc VAT)**

**Cost of Non-Exclusive
Sponsorship - £4,500 (exc VAT)**

The Annual Open Exhibition is the RWA's biggest exhibition, now in its 169th year! It attracts over 3,200 submissions from artists, amateur

and professional, and coverage in regional and national media. With over 600 pieces of work exhibited, all but two for sale (by HRH Prince Charles), the exhibition is the highlight of the regional visual arts programme. Following our £4.1m transformational capital project, we are anticipating visitor numbers in the region of 30,000 people to this exhibition.

Benefits of sponsoring the 169th Annual Open include:-

Brand association Your name and logo will be included on all marketing material produced for the exhibition, the RWA's exterior digital signage, and on interpretation boards in the galleries as well as on the walls of the main gallery, the Exhibition Catalogue (print run 15,000), the exhibition webpages on the RWA website, inclusion on the e-newsletters sent out to promote the exhibition, advertising, social media posts. A press release to announce the exhibition and sponsorship will be sent out to our media contacts. Your name will also be included in any other press releases about the exhibition.

Gallery Hire As the main sponsor, you will be entitled to complimentary gallery hire (worth £1,500) (not including catering), with an introductory talk/tour from our Director, Alison Bevan and complimentary Exhibition Catalogues for your attendees, along with passes for them to return to see the exhibition in their own time. Additional free tickets are also available.

In recognition of your continued support, we can also offer one of our spaces for an exclusive client event, along with a tour of the exhibition led by the Curator or Director.

Your name and logo will also be seen by representatives of all the other companies who attend meetings and events at the RWA during the course of the exhibition.

- Private View** Sponsors will be thanked, and have the opportunity to speak, at the exhibition Private View event in the presence of VIPS, local dignitaries, RWA Academicians, journalists and your guests.
- Staff** We can offer out of hours gallery talk and tours. We can also offer free admission to the RWA to your staff, and any key clients, during the run of the exhibition.
- CSR** Your sponsorship is vital to the work of the RWA and enables us to offer support to exhibiting artists, professional development opportunities for artists, visits for school children and creative activities in communities which would otherwise not have the opportunity to experience the benefits of participating in art.

For more information about sponsoring or supporting the RWA, contact Kate Foster, Head of Development on 0117 906 7609 / 07815 754088 or kate.foster@rwa.org.uk

ROYAL WEST OF ENGLAND ACADEMY • QUEEN'S ROAD • CLIFTON • BRISTOL • BS8 1PX

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