



## SPONSORING THE RWA

According to the level of sponsorship, we can offer the following benefits:-

- Your logo included on all marketing material printed for the exhibition, including Exhibition Programme and Private View invitation e-invitation, flyers and city-wide posters and internal and external digital screens
- Your logo included on our website and all our digital communications as an Exhibition Sponsor. You will be credited as a supporter on our website and we will include regular updates in our e-newsletter and social media accounts about the sponsorship
- Your banner positioned outside the main galleries for the duration of the exhibition
- Details of your sponsorship will be included on a press release sent to our media contacts to announce the exhibition and will be included in all other press releases about the exhibition.
- We can offer complimentary hire of the RWA's stunning galleries for an evening reception with a private tour of the exhibition (worth £1,500, catering not included), or the option of several smaller events
- We can offer free admission tickets for employees and for your use for clients, staff and competitions (normally £8.90) up to a maximum of 300

### Our audience reach includes

<b>Visitors:</b>	We anticipate welcoming over 60,000 visitors to the RWA per year, with 20-30,000 coming to see the 169 <sup>th</sup> Annual Open exhibition
<b>Patrons/Friends:</b>	We have almost 90 Patrons and c800 Friends, all closely involved with the RWA
<b>Artists:</b>	We are backed by 160 Academicians – leading artists from the region and beyond and 70 Artist Network members
<b>E-newsletter:</b>	21,000 people subscribe to our e-newsletter
<b>Website:</b>	25,000 users monthly to <a href="http://www.rwa.org.uk">www.rwa.org.uk</a>
<b>Twitter:</b>	Over 14,500 followers
<b>Facebook:</b>	Over 10,500 followers
<b>Instagram:</b>	Over 11,000 followers

**For further details, or to discuss how a sponsorship can be tailored to suit your needs, please contact Kate Foster, Head of Development on 0117 973 0938 or email [kate.foster@rwa.org.uk](mailto:kate.foster@rwa.org.uk)**