



Partnership  
Opportunities at

RWA

# The RWA



The RWA is Bristol's original, Grade II\* listed public art gallery; a driver for tourism and economic growth but also a free community resource for Bristol's most disadvantaged individuals and communities.

We've been championing equality since our beginnings in 1844, founded by a leading artist, Ellen Sharples; with an abolitionist, John Scandrett Harford as our first President, and a woman at our helm as early as 1912.

Our vision today is to create an inclusive space that embraces, inspires, and enhances the lives of all through the exploration of art and creativity.

The regularly changing exhibitions in our acclaimed galleries showcase historic art from the past alongside some of the best of contemporary art, brought to Bristol from regional, national and international collections.

With no public subsidy, our future – and our ability to provide enriching creative activities for those who otherwise wouldn't normally get the chance – depends on support, including from the business community.



Royal West of  
England Academy  
Queens Road,  
Bristol BS8 1PX  
[www.rwa.org.uk](http://www.rwa.org.uk)



# Sponsor an RWA Exhibition

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By sponsoring an exhibition, as either an exclusive or a non-exclusive sponsor, your brand will be prominently featured in front of a diverse and art-loving audience for the three to four month period of the exhibition.

## Prominent Brand Visibility

- Your logo on marketing materials, including the exhibition programme, flyers, and city-wide posters
- Your logo on the exhibition page of our website as an Exhibition Sponsor and link to your website
- Your logo on digital screens outside and inside the RWA, reaching thousands daily
- Regular updates about the sponsorship in our e-newsletter and RWA social media accounts
- Acknowledgment of your company as an RWA supporter on our website
- Use of an RWA Supporter badge for your emails

## Benefits for your clients and staff

- An opportunity to speak at the Private View of the exhibition with up to 10 invitations for your guests
- Complimentary hire of RWA's stunning galleries for a reception with a private exhibition tour (catering not included, valued at £2,000) during your Exhibition Sponsorship (or at another time to suit), or the option of hosting smaller events, including tours of the RWA's Collection
- 15% discount on gallery hire for other RWA events
- Free admission tickets for employees, clients, staff (up to a maximum of 300, normally £9.90 each)



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### Exhibition Sponsorship:

From £4,500 non-exclusive to £6,500 exclusive, (exc VAT)



# *Sponsor the RWA Art Gallery for a Year*

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As an RWA Gallery sponsor, you'll enjoy a year's worth of exposure for your brand and a host of exclusive benefits throughout the year. Partnering with us not only aligns your brand with a prestigious cultural institution but also demonstrates your commitment to fostering arts, culture, and supporting underserved communities.

## **Prominent brand visibility:**

- Your logo prominently featured in our printed exhibition programmes
- Inclusion in our Annual Report and Impact Report
- Logo included on internal and external digital screens at the RWA
- Sponsorship featured in RWA e-newsletters, announcing the sponsorship, and throughout the year
- Your logo included on the Supporter page of our website, with a link to your website
- Acknowledgment on the RWA's social media accounts at least four times annually
- Use of an RWA Supporter badge for your emails

## **Exclusive Privileges:**

- Complimentary hire of our stunning galleries for an evening reception, complete with a private tour of the exhibition (valued at £2,000, catering not included), or the option of two smaller exclusive events
- Enjoy a 15% discount on gallery hire for other events hosted at the RWA

## **Admission Benefits:**

- Free admission tickets for clients and staff (up to a maximum of 100, normally £9.90 each)

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## **Gallery Sponsorship:**

From £6,000 (exc VAT)



# *Sponsorship of the RWA's Learning and Engagement Programme*

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As a Learning and Engagement Sponsor, your brand will be associated, over the course of a year, with the RWA's outreach programme providing creative opportunities, both at the RWA and offsite, for children and adults, including those from some of Bristol's most underserved communities, delivering life-enhancing cultural activities and inspiring people with great art.

## **Prominent brand visibility:**

- Your logo prominently featured in our printed exhibition programmes
- Inclusion in our Annual Report and Impact Report
- Logo included on internal and external digital screens at the RWA
- Sponsorship featured in RWA e-newsletters, announcing the sponsorship, and throughout the year
- Your logo included on the Supporter page of our website, with a link to your website
- Acknowledgment on the RWA's social media accounts at least four times annually
- Use of an RWA Supporter badge for your emails

## **Exclusive Privileges:**

- Complimentary hire of our stunning galleries for an evening reception, complete with a private tour of the exhibition (valued at £2,000, catering not included), or the option of two smaller exclusive events
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## **Admission Benefits:**

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## **Learning and Engagement Sponsor:**

Cost From £6,000 (exc VAT)



# Other ways to be involved

## Talk to us about

**Art in the Workplace** – borrow an original piece of art from the RWA's Collection for your offices.

**Hosting your event in the RWA galleries** – Impress your clients in our spectacular Grade II\* listed building, with a backdrop of world-class art.

**Meetings with a 'creative twist'** – hold your meeting in our Youngwood Room, and enjoy a fun-filled creative activity as well - great for team-building, with catering from the RWA's onsite Spicer+Cole cafe.



# The Impact of Your Support

The impact of your support can be profound on the lives of individuals and communities we work in partnership with, both at the RWA and across the city in areas where there are few creative opportunities.

In 2023, we welcomed over 150,000 visitors through the doors, showed the work of more than 1,000 artists, with over 300 artworks finding new homes. We curated fourteen free-to-see exhibitions across the RWA building, showcasing the work of a diverse range of artists and community groups.

But the impact of our work extends beyond our gallery walls, reaching many underserved communities across Bristol. Activities include:-

- **Free, intergenerational workshops for families** in Easton, Redcliffe, Southmead, and Hartcliffe
- **Described and touch tours** tailored for blind and partially sighted individuals
- **British Sign Language tours** for the Deaf community
- **Free school visits** and free entry for all under 18s
- **A Work Experience Week** providing Bronze Arts Award qualification for young people with additional needs, for some their only qualification
- **Happy Mondays** regular term-time creative activities for children with multiple and profound learning disabilities and school holiday activities for SEND families
- **Tuesday Teatime tours** designed for people living with dementia and their carers



*“There are not enough superlatives to express the work that goes on at RWA & your engagement with our young people & the young people you work with throughout the year.”*

Lead professional, Careers & W-Ex,  
Pathways Learning Centre



# Our audience

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As a business partner of the RWA, there are some fantastic opportunities for your company to be part of the RWA community.

Gain access to our audience across the region and beyond.

**150,000** visitors to the RWA per year

**30,000** combined Social Media audience

**16,000** e-newsletter subscribers

**20,000** monthly website users sessions [rwa.org.uk](http://rwa.org.uk)

**1,200+** Drawing School participants per year

circa **1,000** Friends of the RWA and **80** RWA Patrons

**160** Academicians

**70** Artist Network Members

## Contact us to find out more

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**0117 302 1003**

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Royal West of England Academy (RWA),  
Queens Road, Bristol BS8 1PX

Registered Charity No 1070163





*“One of the most beautiful places in which to look at art in this country”*

Sir Nicholas Serota, Chair, Arts Council England



**“I just want to thank you to make possible this art experience for our residents. The benefits of the outing, the atmosphere of the place and the activity are very significant and how kind both of you are with all of us.”**

Activity Coordinator, Trymview Hall Care Home about the RWA’s Tuesday Teatime Tours.

**“Thank you for opening the door to belief and opportunity.”**

Parent of a participant in the RWA’s Work Experience Programme.



**“The tours give me hope”**

Described/Touch Tour participant



**“For me, this is a godsend.”**

Happy Monday’s parent of a child with autism.



**“The taster sessions gave me an opportunity to work alongside other young people, which is a rare opportunity for me at the moment. Thank you for growing my self-esteem.”**

Happy Mondays participant with autism.

