



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 card (where printed), flyers and posters
- 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
- 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 for up to 350 guests, with a private tour of the exhibition (worth £1,100, catering not included), or the option of several smaller events
- We can offer free admission tickets for employees and for your use for clients and competitions (normally £7.95) up to a maximum of 300

Our audience reach includes

Visitors: Around 50,000 visitors to the RWA per year plus 5,000 visitors engaged through activities

Patrons/Friends: We have almost 90 Patrons and around 800 Friends, all closely involved with the RWA

Artists: We are backed by 160 Academicians – leading artists from the region and beyond (including HRH The Prince of Wales) and 70 Artist Network members

Direct Mail: We send our Exhibition Programme direct to 2,000 subscribers

E-newsletter: 13,000 people subscribe to our weekly e-newsletter

Website: 25,000 users monthly to www.rwa.org.uk

Twitter: Over 14,500 followers

Facebook: Over 10,000 followers

Instagram: Over 10,000 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