



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 Catalogue (where produced), exterior and interior signage, posters and gallery information boards
- Your logo including on the exhibition page of our website. 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 logo will be included on the Exhibition Private View invitations and invitations can be sent to up to 50 of your key clients and guests. Sponsors will be thanked, and have the opportunity to speak, at the Private View, in the presence of VIPS, local dignitaries, RWA Academicians, journalists, online bloggers and your guests.
- 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 during the exhibition.
- Your key clients and employees will be given free admission to RWA (normally £6.95) throughout the run of the exhibition (up to a maximum of 250)

Our audience reach includes

Visitors:	Over 15,000 visitors expected to each exhibition.
Patrons/Friends:	We have almost 80 Patrons and around 800 Friends, all closely involved with the RWA
Artists:	We are backed by 140 Academicians – leading artists from the region and beyond (including HRH The Prince of Wales) and 60 Artist Network members
Direct Mail:	We send our Exhibition Programme direct to 2,000 subscribers
E-newsletter:	12,000 people subscribe to our weekly e-newsletter
Website:	84,000 unique visitors monthly to www.rwa.org.uk
Twitter:	Over 11,800 followers
Facebook:	Over 7,600 likes



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