



# Gosford Art Prize and Gosford Ceramic Prize 2018

**Sponsorship**

Expression of Interest

Central  
Coast  
Council

# Gosford Art Prize and Gosford Ceramic prize 2018

## Inward Sponsorship – Expression of Interest

**Closing date: 10:00am, Monday 11 June 2018**

### About Gosford Art Prize and Gosford Ceramic Prize

The Gosford Art Prize has been running since the early 1970's and was initially organised by the community. When the Gosford Regional Gallery opened in 2000 it became the new permanent home of the Art Prize. In 2017 there were over 36,000 visitors to the Gallery complex while the Art Prize was on. The prize normally attracts around 550 entries with the majority of artists coming from the Central Coast, followed by the Hunter and Sydney. However there are also a number of entries from regional NSW and interstate.

The Gosford Art Prize is a hotly contested event with local and national artists engaged in friendly competition for over \$24,000 in total prizes.

### Sponsorship Expression of Interest

Central Coast Council is seeking sponsors to support the running of the Gosford Art Prize for 2018.

The following sponsorship categories are available.

#### **Second Prize**

Sponsorship Value \$5,000

#### **Gosford Ceramic Prize**

Sponsorship Value \$2,000

#### **Highly Commended** (2 awards)

Sponsorship \$1,000

Sponsorship \$1,000

#### **Viewer's Choice Award**

Sponsorship Value \$1,000

#### **Exhibition Supporter**

Sponsorship Value \$500 (multiple positions)

### Why be a sponsor?

Sponsoring the Gosford Art Prize is an excellent way to connect your organization to the artists and public who value this event. The Gosford Art Prize is highly anticipated each year by the community. The event has strong recognition within the community and as the survey results below show it is very well thought of. Connecting your brand to this event will provide lasting positive exposure.

As the Art Prize runs for 2 months there is a great opportunity to promote your sponsorship to your clients and for them to see the work you are doing to support the community.

### Our target market

The Gosford Regional Gallery and Edogawa Commemorative Garden are a major tourist attraction on the Central Coast. The venue is popular with all market groups, particularly families with young children and older couples.

### Sponsorship opportunities and benefits

All sponsors will be featured on the invitation to the opening night and announcement of prizes and will receive VIP entry.

All sponsors will be featured in the Exhibition catalogue Approx. 750 sold \$5. 16 pp A5

All sponsors will be placed on the Sponsors board within the exhibition.

There are various other opportunities and we can tailor a package to suit your marketing needs.

## Background Information about the Gallery

Gosford Regional Gallery is open daily providing an important cultural and educational resource for the community and is one of the Central Coast's leading tourist attractions. The one hectare facility incorporates three exhibition spaces, Art Centre, the Edogawa Commemorative Garden, a gallery shop and onsite café.

The Gallery annually attracts 170,000 visitors from both local residents and out-of-area visitors. This visitation places the gallery in the top 7% in the state for a gallery of its size.

The Gallery's annual program features approximately 20 changing exhibitions which range from traditional to contemporary and consist of touring exhibitions from some of

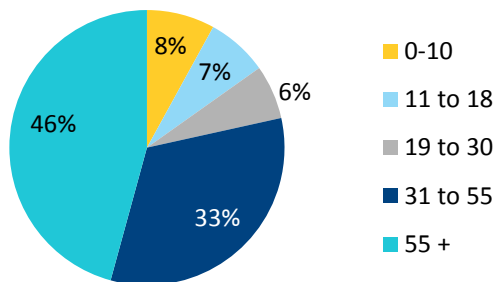
Australia's leading regional and national galleries, including the popular Archibald Exhibition.

The Gallery also runs a successful program of term-time adult and children's art classes, an annual community program of 30 exhibitions featuring local artists and organisations and special family events during school holiday periods.

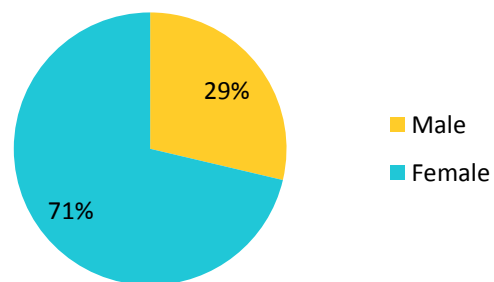
Admission to the exhibition spaces and adjoining Edogawa Commemorative Garden is free.

The Gallery appeals to a broad range of visitors with the following general demographic breakdown, this survey was conducted during 2016 Art Prize:

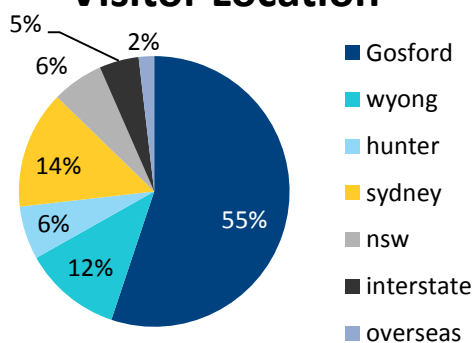
### Age



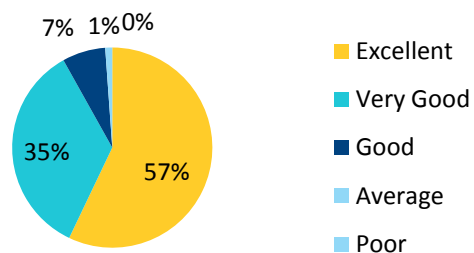
### Gender



### Visitor Location



### How did you rate your visit?



## Expression of Interest

Please fill in and return this form to [tim.braham@centralcoast.nsw.gov.au](mailto:tim.braham@centralcoast.nsw.gov.au) by 10:00am, Monday 11 June 2018

**Note: late applications will be considered on merit**

Company Name	
Contact Name	
Position	
ABN	
Street Address	
Post Code	
Telephone	
Email	

I would like to sponsor

Category	Value	Select
Gosford Art Prize - Second Prize	\$5,000	
Gosford Ceramic Prize	\$2,000	
Highly Commended 1	\$1,000	
Highly Commended 2	\$1,000	
Viewers Choice Award	\$1,000	
Exhibition Supporter	\$500	
Other – please specify		