



Gosford Art Prize 2019

Central
Coast
Council

Inward Sponsorship
Expression of Interest
EOI closes **Sunday 12 May 2019, 5pm**

Expression of Interest (EOI) in Sponsoring the

Gosford Art Prize 2019

Key Dates

- **EOI closing date Sunday 12 May 2019, 5pm**
- **Announcement of prize winners Monday 13 September, 6pm**
- **Exhibition dates 14 September – 3 November 2019**

Introduction

Businesses, community groups and individuals now have the opportunity to sponsor the Central Coast's most prestigious and richest art competition, the Gosford Art Prize 2019, which includes the Gosford Ceramic Art Prize 2019.

About Gosford Art Prize

The Gosford Art Prize has been running since the early 1970's. When the Gosford Regional Gallery opened in 2000 it became the new permanent home of the Art Prize.

In 2018 there were over 34,000 visitors to the Gallery complex while the Art Prize was on. The prize received over 550 entries from which 145 finalists were selected and exhibited. The majority of entries were by artists coming from the Central Coast, followed by the Hunter and Sydney, 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.

Why be a sponsor?

Sponsoring the Gosford Art Prize is an excellent way to connect your organisation 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 two 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.

Sponsorship Expression of Interest

Central Coast Council is seeking sponsors to support the running of the Gosford Art Prize for 2019.

The following suggested sponsorship categories are available, Council will also consider other options.

First Prize

Suggested Sponsorship Value	\$15,000
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Second Prize

Suggested Sponsorship Value	\$5,000
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Gosford Ceramic Prize

Suggested Sponsorship Value	\$2,000
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Aboriginal Art Prize

Suggested Sponsorship Value	\$2,000
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Highly Commended (Multiple awards)

Sponsorship	\$1,000
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Viewer's Choice Award

Sponsorship Value	\$1,000
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Exhibition Supporter (multiple positions)

Sponsorship Value	\$500
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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 A5 size Exhibition catalogue (approximately 750 sold)
- All sponsors name or logos will be placed on the sponsors' board within the exhibition.
- All sponsors will be included in the Galleries "What's On" brochure which is distributed to 8,000 people.

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

Background Information About the Gallery

Gosford Regional Gallery and Edogawa Commemorative Garden 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 is popular with locals and tourists, annually attracting 170,000 visitors, and currently rated as the number one thing to do in Gosford on Trip Advisor.

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 Prize Exhibition.

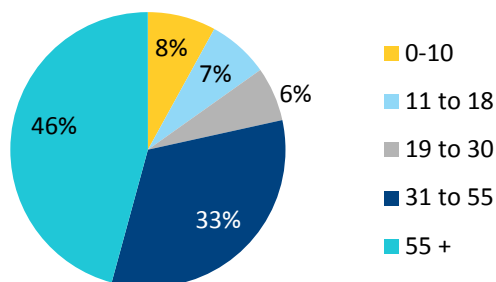
The Gallery also runs a successful program of term-time adult and children's art classes, an annual community program of 30 exhibitions featuring local artists and organisations and special family events during school holiday periods.

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

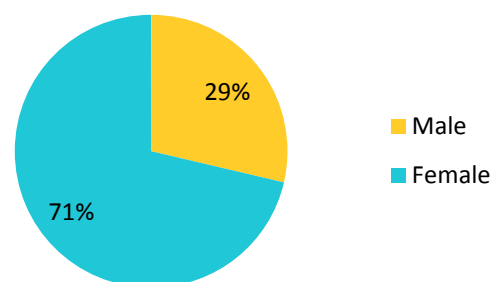
Our target market

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

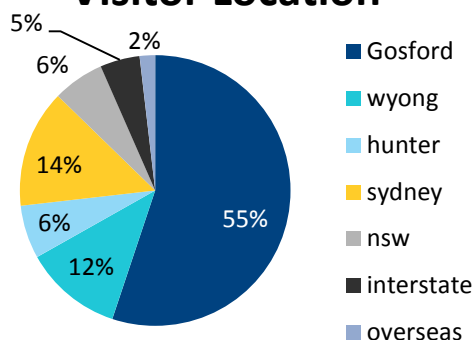
Age



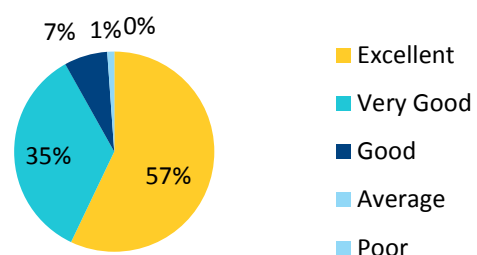
Gender



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 by Sunday 12 May 2019, 5pm.

Note: late applications will be considered on merit

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

In a few words, please describe your business and its products/services:

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		

Confirming my expression of interest:

Name	Signature	Date