

SPONSORSHIP PROPOSAL FROM ARTSOUTHWA INC  
for the

2018 SOUTHERN ART + CRAFT

*trail*



PROMOTING ART & CRAFT IN THE GREAT SOUTHERN

### *The Southern Art and Craft Trail Event*

The Trail is now in its 16th year, and increasing in participation each year. In 2017, 327 Artists took part in the Trail, all living and working in and around the Great Southern Region of Western Australia. In 2018 the Southern Art and Craft Trail towns will include Albany, Torbay, Denmark, Walpole, Manjimup, Lake Grace, Kojonup, Cranbrook, Katanning, Gnowangerup, Esperance, Hopetoun and more.

The 2018 Southern Art and Craft Trail will run from the 15th September to the 30th September. Approximately 85 different venues, including cafes, wineries, galleries, local businesses, community halls, libraries, art centres, studios and pop-up spaces will be used. These venues will also be supplied with a Trail Kit that includes Sponsor's materials, offers and general promotions.

The variety of venues and range of professional artists will show huge diversity - from textiles, painting, sculpture and jewellery, to printmaking, photography, pottery and woodcraft. This means that a wide audience is attracted to the Trail. Artists hold demonstrations and talks within their working studio context, incorporating an overall sense of welcome and community spirit.

This year a new website will be launched to support the promotion of our Sponsors. It will enable visitors to find Sponsor's websites and contact details, find artists geographically and read about their works, and interact through Facebook and Instagram.

15,000 copies of the professionally designed Trail booklet will be distributed across an area as detailed above. It provides an advertising opportunity for Sponsors and local businesses, with most levels of Sponsorship receiving advertising space as part of their benefits.

### *The Event Objectives*

The Southern Art and Craft Trail seeks to promote and market a wide range of venues and artists in a two-week time-frame, and attract locals and tourists to explore, experience and purchase local artworks within the Southern Region of WA. The event endeavours to bring additional income from tourists, increasing overall visitor numbers, with the flow-on effect of increased use of services and interaction with the Southern Region of WA businesses and Community.

### *Benefits to your Business*

While an association with the 2018 Southern Art and Craft Trail aligns your business with the values and ethics of an enriched community, it is expected that it will also make you a preferred choice of supplier with current and new customers.

Arts and Culture provide a huge source of income Australia wide with statistics showing that around 25% of people over 15 years of age attend art galleries and events each year.

This continuing trend is summarised for the visual arts in WA in the Creative Industries Statistical Analysis for Western Australia. (Dept Culture and the Arts, 2013)



*It says: ... industries like visual arts, are critical for promoting a vibrant culture and engaging lifestyle, helping define Western Australia as a place where people want to live. For this reason, the arts – at the grassroots level – need to be supported and encouraged to develop as a critical component of WA's 'enabling infrastructure', in support of economic and community development. (p 36)*

Through your association with the Southern Art and Craft Trail you are showing that your business is one that supports community wellbeing and progress.

### *The Demographic Match*

Through your support of the Southern Art and Craft Trail you are also gaining access to a demographic that matches those you are wanting to make your own customers.

#### *Demographic profile of the Art Buyer*

- o Predominately female decision makers
- o Professional, semi-retired, retired
- o Disposable income
- o Home owners
- o Influenced by both rational and emotional decision making
- o Appreciation of 'the finer things in life'

While this represents the majority buyer, it is understood that partners, children and extended family are also influenced by this person.

This person buys cars, determines decors, selects holidays, and makes or influences all major spending of household income.

If these are the people with whom you would like to connect, then Sponsorship of the 2018 Southern Art and Craft Trail would provide an intelligent spend in your Promotional budget.

#### **Visitor numbers**

2018 Estimated total number of attendees: 12,000 (15,500 total – repeat attendees)

#### **Participant numbers**

Estimated total number of Artists - 335

#### **Geographic spread**

North to Lake Grace, east to Esperance, south to Albany, west to Manjimup.

### 2018 *Promotional Strategies*

Below is a summary of the main exposure opportunities planned for 2018.

Please refer to the Tiers page for a complete list. See Appendix 1 for the 2017 statistics.

ITEM	DESCRIPTION	DURATION/REPS	TIER
<b>Advertising</b>	Media		
Press	The Sponsors' logos would appear in various press ads	The extent of the press advertising is yet to be determined.	<b>P G S B</b>
Radio	Advertising	The extent of the radio advertising is yet to be determined.	
TV		The extent of the TV advertising is yet to be determined.	<b>P G</b>
<b>Promotions</b>			
Trail brochure	Your ad or logo in 15,000 trail booklets; 60,000 readership	Booklets to all venues and local cafes, restaurant, food outlets, libraries, Visitor Centre's, Tourist Bureaus across full geographic area	<b>P G S B</b>
Trail packs	Information packs for Venues	Packs are distributed to participating venues – aprox 85 x	<b>P G S B</b>
Outdoor signage	Street banners	Your logo on Albany street banners	<b>P</b>
Outdoor signage	Posters	Your logo on Posters	<b>P G</b>
Print	Invitations and mail outs	Aprox. 150 x hard copies distributed to professionals, Councils, and dignitaries	<b>P G</b>
Magazines	Logo/mentions	Scoop, Aurora	<b>P</b>
Press	Mentions and stories	Albany advertiser, GS Weekender, Aurora. The West Australian, Saturday West Australian in Magazine insert	<b>P</b>
Radio	Interviews and news stories	GWN and ABC will be invited to all major events. Possible News coverage	<b>P G</b>
Digital Promo	Your logo in digital media	Facebook page, Instagram, Western Australia page, Australia page, YouTube	<b>P G</b>
Digital Promo		Trail website, local event pages.	<b>P G S B</b>

#### TIER KEY

**P**latinum      **G**old      **S**ilver      **B**ronze

### *Sponsor Benefits*

#### **MAJOR PLATINUM SPONSOR – \$10,000**

- Use of ArtSouthWA logo to use in your own marketing, in the lead up to and during the event.
- A full-page advertisement on the back page our booklet and online booklet. Valued at \$1,600
- Offer to advertise further in the Trail booklet at a discounted rate
- Inclusion of your business logo as the MAJOR PLATINUM EVENT SPONSOR in 15,000 printed booklets and event marketing material
- Inclusion of your business logo as the MAJOR PLATINUM SPONSOR on the ArtSouthWA website
- Your logo to appear on all Advertising material and on Press ads.
- A link to your website from the ArtSouthWA website
- Logo displayed on Albany street banners (TBC)
- Mentions in all media releases.
- Social media mentions and Shout outs
- Ability to place Company promotional flyers/incentives/samples in Trail packs\*
- A special Invitation for two guests to the official opening of the Southern Art & Craft Trail 2018 at The Riverfront Gallery, Denmark.
- Ability to display banner at official opening and other relevant occasions
- Invitations to speak at official opening and other events.
- Ability to integrate product or service demonstrations at events or in conjunction with artists where applicable.
- Advance copy of the Event Booklet posted to you
- Invitations to Artists' Exhibition openings

#### **GOLD SPONSOR – \$5000**

- Use of ArtSouthWA logo to use in your own marketing, in the lead up to and during the event.
- A 2/3rd page advertisement in our booklet and online booklet.
- Offer to advertise further or upgrade your ad in the Trail booklet at a discounted rate
- Inclusion of your business logo as the GOLD EVENT SPONSOR in 15,000 printed booklets and event marketing material
- Inclusion of your business logo as the GOLD EVENT SPONSOR on the ArtSouthWA Inc. website
- Ability to place Company promotional flyers/incentives/samples in Trail packs\*
- Ability to integrate product or service demonstrations at events or in conjunction with artists where applicable.
- A special Invitation for two guests to the official opening of the Southern Art & Craft Trail 2018 at The Riverfront Gallery, Denmark.
- Advance copy of the Event Booklet posted to you
- Invitations to Artists Exhibition openings

#### **SILVER SPONSOR – \$2500**

- Use of ArtSouthWA logo to use in your own marketing, in the lead up to and during the event.
- A 1/3rd page advertisement in our booklet and online booklet.
- Offer to advertise further or upgrade your ad in the Trail booklet at a discounted rate
- Inclusion of your business logo as a SILVER EVENT SPONSOR in 15,000 printed booklet and event marketing material
- Inclusion of your business logo as a SILVER EVENT SPONSOR on the ArtSouthWA Inc. website
- Ability to place Company promotional flyers/incentives/samples in Trail packs\*
- A special Invitation for two guests to the official opening of the Southern Art & Craft Trail 2018 at The Riverfront Gallery, Denmark.
- Advance copy of the Event Booklet posted to you

### **BRONZE SPONSOR – \$1000**

- Use of ArtSouthWA logo to use in your own marketing, in the lead up to and during the event.
- A discounted rate on advertising in our booklet and online booklet.
- Your business logo listed as a Bronze Event Sponsor in 15,000 printed booklets and event marketing material
- Ability to place Company promotional flyers/incentives/samples in Trail packs\*
- A special Invitation for two guests to the official opening the Southern Art & Craft Trail 2018 at The Riverfront Gallery, Denmark.
- Advance copy of the Event Booklet posted to you

**Trail packs\*** go to all venues, with number depending on venue numbers for each year. In 2018 it is expected to be 85 venues. They contain the Venue's Trail display materials and resources. Putting your information into these packs means you are talking directly with multiple Commercial venues and their visitors throughout the Trail area.

### *Flexible packages*

Sponsorship arrangements are designed to be flexible and negotiated with each individual Sponsor; for example, you might supply goods and services as part of your arrangement. We are happy to sit down with you and create an arrangement that benefits all.

### *Other Opportunities*

If Sponsorship is not part of your 2018/2019 promotions strategy then other opportunities to be involved and show support of the Southern Art and Craft Trail include:

**Donations:** These can be in the form of cash, or vouchers for services and/or products. These can be used for competitions and prizes throughout the Trail.

**Advertising:** The Trail booklet offers advertising space. See Appendix 2 for details

**Trail pack inclusions:** Discount vouchers with special offers, vouchers for services and/or products can be included in the Trail pack. These are printed at the Donor's cost.

### *Measures of Success*

Measuring the success of your Sponsorship comes in two parts.

#### **What we will do:**

- Take visitor surveys throughout the 2 week Trail. These will record both quantitative data – numbers of visitors, and qualitative data – Sponsor recall (and other data).
- Measure advertising readership, online 'views', visits to Sponsors' information on the website

This data will be made available to you at the end of the Trail, as soon as it is gathered, collated and analysed.

#### **What you can do:**

- Ask new customers where they heard about you and record this. It is not difficult to set staff up with a simple document that prompts them to ask a couple of questions, and allows them to record the answers.

It is recommended that this would be done during and up to a month or more after the Trail ends. Between ours and your data you will be able to analyse the benefits of the Sponsorship to your organisation.

What also need to be pointed out are the 'immeasurables'. That is, your enhanced reputation, word of mouth referrals, your standing in the community and more. These are Public Relations benefits that help to support and grow your business.

### *Summary of Sponsorship Terms and Conditions*

**The Agreement below is an outline only of the key elements in the Contract. Full details will be discussed and supplied in the final Contract.**

#### **ArtSouthWA Inc agrees to:**

- Provide the agreed benefits
- Communicate with the Sponsor on a regular basis before, during and after the 2018 Southern Art and Craft Trail
- Assist the Sponsor with ideas on how they can maximise their Trail benefits and experience
- Manage any changes, requests or alterations to the Sponsor agreement swiftly and professionally
- Conduct promotions and events, to the best of their ability, in a manner that maintains the reputation of the Sponsor

#### **The Sponsor agrees to:**

- Respond and communicate with ArtSouthWA as required to maintain a smooth and successful partnership
- Promote the 2018 Southern Art and Craft Trail in a professional and supportive manner whenever the opportunity arises

#### **Sponsorship Tiers and Value**

Sponsorship Opportunities are available at 4 levels

<b>P</b> latinum	\$10,000	2 only available	1 taken, 1 left
<b>G</b> old	\$ 5,000	4 only available	
<b>S</b> ilver	\$ 2,500	6 only available	
<b>B</b> ronze	\$ 1,000	unlimited	

#### **Duration of Sponsorship arrangement**

The Sponsorship arrangement starts from the first of July 2018 and continues until the end of the October 2018.

#### **Payment Terms**

A deposit of 30% is required as soon as possible after document signing.

The balance of payment is required by Monday 2nd July 2018. This allows you the choice to draw funds from either or both of your 2017/2018 or 2018/2019 budgets. Other payment arrangements can be discussed.

#### **Insurance details**

ArtSouth WA holds the following insurances:

LCIS Personal and Accident cover; Public Liability \$20,000,000

#### **Contact details**

Anne Johnson, Chairperson, ArtSouthWA Inc [info@artsouthwa.com.au](mailto:info@artsouthwa.com.au)

### APPENDIX 1

### 2017 Marketing details

Marketing				
Marketing Undertaken:	Local	State	National	International
Print - Magazines		Scoop Magazine		
Print - Newspapers	Albany advertiser, GS Weekender	The West Australian Saturday West Australian in Magazine insert		
Radio	Local Community Radio; ABC Local			
Television Advertising	GWN7; Orana Cinema Albany			
<b>Other:</b> Brochures/flyers, mail out, posters, outdoor signage. Identify quantities and distribution of the above if applicable.	Posters and brochures to all venues and local cafes, restaurant, food outlets, libraries, Visitor Centre's, Tourist Bureaus, outdoor signage in Albany, Denmark and Mount Barker, road signs at all venues, free 15 000 guide books distributed for free.			
<b>Online:</b> Event website, online banner advertising, search engine optimization/marketing and online event listings.	<a href="https://www.amazingalbany.com.au/event/artsouthwa-inc-southern-art-craft-trail/">https://www.amazingalbany.com.au/event/artsouthwa-inc-southern-art-craft-trail/</a> <a href="http://www.scoop.com.au/Region/Albany/Events/Bendigo-Bank-Southern-Art-and-Craft-Trail-2016">http://www.scoop.com.au/Region/Albany/Events/Bendigo-Bank-Southern-Art-and-Craft-Trail-2016</a> <a href="http://www.westernaustralia.com.au/Event/Art_and_Craft_Trail/56b26c4e7b935f9e730e9fbb">http://www.westernaustralia.com.au/Event/Art_and_Craft_Trail/56b26c4e7b935f9e730e9fbb</a> (since been removed as finished) <a href="https://www.whatson.com.au/Things-To-Do/2015/Month-08/Week-5/WA/2015-Bendigo-Bank-Southern-Art-and-Craft-Trail">https://www.whatson.com.au/Things-To-Do/2015/Month-08/Week-5/WA/2015-Bendigo-Bank-Southern-Art-and-Craft-Trail</a> <a href="http://www.aroundyou.com.au/whats-on/events/southern-art-craft-trail-2017">http://www.aroundyou.com.au/whats-on/events/southern-art-craft-trail-2017</a> (expired) <a href="http://www.australiassouthwest.com/experiences/Events?DetailsView=true&amp;EventItem=682c398c-9a1a-6d5d-95e8-ff0000c1ede6">http://www.australiassouthwest.com/experiences/Events?DetailsView=true&amp;EventItem=682c398c-9a1a-6d5d-95e8-ff0000c1ede6</a>			
<b>Social media:</b> Facebook, Twitter, YouTube etc	Facebook own page, Instagram own page, Western Australia page, Australia page, local event pages, YouTube (to down load videos from Lomax and the Cinema advertising)			
<b>Public Relations:</b> Media releases, invite and/or host journalist, event launch, radio interviews and media opportunities / stunts	Media Releases Invites to Launch			



### APPENDIX 2

### *Advertising Statistics and Prices*

#### **Southern Art and Craft Trail A5 full colour brochure. Aprox 50 printed pages**

**Circulation** 15,000 (the amount distributed)

**Readership** 60,000 (the amount of different people likely to read the same brochure, estimated at 4 people brochure – a normal typical rate for a longer shelf life item). Estimated 'active time' of readership is from distribution – about 4 months. Full shelf life of the Trail booklet is 12 months.

#### **Geographic distribution area and Brochure sites:**

<b>Perth</b>	Visitor centres and Art Gallery WA
<b>Busselton</b>	Visitor Centre for Margaret River/Augusta; Dunsborough visitor centre; Jacksons Art Supplies; Busselton Geo Art Gallery
<b>Dunsborough</b>	Tinkerhill Gallery
<b>Bridgetown</b>	Visitor Centre
<b>Nannup</b>	Visitor Centre and Leanne White Fine Art Gallery
<b>Manjimup</b>	Visitor Centre and artist venues
<b>Northcliffe</b>	Visitor Centre and artist venues
<b>Walpole</b>	Visitor Centre and artist venues, caravan parks, gallery and retail locations
<b>Denmark</b>	Visitor Centre and Library, Chamber of Commerce, Community Resource Centre and artist venues and caravan parks, cafes, restaurants, retail outlets, wineries, galleries, hotel/motels and B&Bs and holiday accommodation
<b>Mount Barker</b>	Visitor Centre and Library, same as Denmark
<b>Frankland</b>	Frankland River Community Resource Centre, wineries, and artist venues
<b>Cranbrook</b>	Cranbrook Community Hub and artist venues
<b>Kendenup</b>	Gilbert Wines Cafe
<b>Kojonup</b>	Gallery Aura, cafes, visitor centre and artist venues
<b>Katanning</b>	Visitor centre and artist venues
<b>Gnowangerup</b>	Yougenup Centre (Visitor Centre) which is the artist venue
<b>Ongerup</b>	Visitor centre and artist venue
<b>Lake Grace</b>	Visitor centre and gallery
<b>Hopetoun</b>	Southern Wilderness Art - artist venue
<b>Esperance</b>	TBC
<b>Albany</b>	Same as Denmark outlets; Vancouver Arts Centre
<b>Torbay</b>	Artist venues

#### **Advertising Costs**

All ads in Full Colour

Full page	\$750
2/3 page	\$550
1/3	\$350

#### **Loadings**

Back Page	Cost +100%
Inside covers	Cost +50%

**NB** Sponsors at Platinum, Gold and Silver will have advertising space included in their package. They are also able to 'upgrade' their ad or take out further advertising at a discounted rate of 50%.