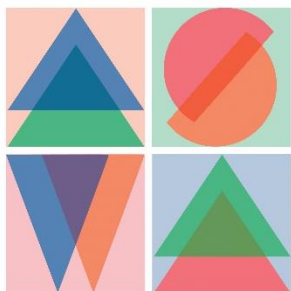


2022 SPONSORSHIP PROPOSAL



ArtSouthWA

proud producers of the



Promoting the Arts and Crafts of the southern region of WA

Image: Meleah Farrell Photography



2022 SPONSORSHIP PROPOSAL

ArtSouthWA

ArtSouthWA

ArtSouthWA is an incorporated not-for-profit organisation, run by a committee of volunteers and contracted personnel. We promote a diverse range of arts and crafts for our members within the southern region of Western Australia. Members include regional based art galleries, practitioners, and arts organisations.

ArtSouthWA Inc. operates all year round, with the biggest undertaking being the organisation and running of the annual Southern Art and Craft Trail Event.

Throughout the full 12 months of the year, we promote our sponsors and members through their listing in our website directory, Facebook, and Instagram. We also run professional skill development activities and workshops. Constant networking with other similar organisations means we can inform our Members of events and opportunities of interest, while constantly promoting Sponsors.

The Southern Art and Craft Trail Event

The Southern Art and Craft Trail is the major annual event run by ArtSouthWA. The Art Trail is now in its 19th year and increasing in participation each year. In 2021, over 300 Artists took part in the Art Trail, all living and working in and around the Southern Region of Western Australia and included towns such as Albany, Torbay, Denmark, Walpole, Mt Barker, Kojonup, and more.

In 2020 the Southern Art and Craft Trail was cancelled due to COVID-19. However, 2020 Sponsors still received excellent exposure through the three activities that were created to replace the Art Trail.

The 2022 Southern Art and Craft Trail will run from the 24 September to the 9 October. Approximately 50 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 an Art Trail Kit that includes Sponsor's materials, offers and general promotions.

Our website supports the promotion of our Sponsors and Members and enables visitors to find Sponsor's website and contact details, find artists geographically and read about their works, and interact through Facebook and Instagram.

Around 15,000 copies of the professionally designed Art Trail booklet will be distributed across an area as detailed above, and also include Perth, Busselton/Margaret River. 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 Event seeks to promote and market a wide range of venues and artists in a two-week timeframe, 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 2022 Southern Art and Craft Trail Event 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.

“Domestic arts tourism supports local jobs and economies while enriching and connecting Australians through creative experiences. Arts experiences play a vital role in the daily lives of Australians and a growing number of Australians are engaging with the arts on both daytrips and overnight trips”.

This continuing trend is summarised in the “Domestic Arts Tourism” study (Australian Council for the Arts 2020). Their research brings together data from Tourism Research Australia’s (TRA) National Visitor Survey with additional resources to provide insights into domestic arts tourism in Australia.

It says: “In 2018, Australians took 12.3 million daytrips and 13.4 million overnight trips within Australia that included arts activities. Since 2014, there have been increases in the total numbers of tourists engaging with arts activities on both daytrips (+14%) and overnight trips (+20%)” (p 3) and “Arts tourists are high value tourists – they are more likely to stay longer and spend more when travelling than domestic tourists overall” (p 7).

In 2021 regional Art Trail artists received \$287,000 in income, while the regional economy saw an injection of over \$2,200,000. Visitors stayed for an average of 3 nights in the region. Two thirds of Art Trail visitors reside in the region, while the rest are from other regions and metro areas.

The Demographic Match

Through your support of the Southern Art and Craft Trail you gain 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 Homeowners
- 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 2021 Southern Art and Craft Trail Event would provide an intelligent spend in your promotional budget.

Visitor numbers

2022 Estimated total number of attendees: 10,000 to 15,000

Participant numbers

Estimated total number of Artists: 400

Geographic spread

North to Kojonup, east to Esperance, south to Albany, west to Manjimup and Nannup. Other visitors are from Perth, Busselton, Margaret River and other south west areas predominately. It is hoped that eastern states and overseas visitors increase in 2022.



2022 SPONSORSHIP PROPOSAL

ArtSouthWA

2021 Promotional Strategies

Below is a summary of the main exposure opportunities planned for 2022.

ITEM	DESCRIPTION	DURATION/REPS	TIER
Advertising	Media		
Press	The Sponsors' logos would appear in various press ads	The extent of the press advertising is yet to be determined.	P G S 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.	P G
Promotions			
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	P G S B
Trail packs	Information packs for Venues	Packs are distributed to participating venues – approx.. 50 x	P G S B
Outdoor signage	Street banners	Your logo on banners in Albany, Denmark and Mt Barker	P
Outdoor signage	Posters	Your logo on Posters throughout the townsites of every participating town	P G
Print	Invitations and mail outs	Up to 150 digital copies distributed to professionals, Councils, and dignitaries	P G
Magazines	Logo/mentions	Scoop (TBA), Aurora, Southerly Magazine, Bloom Festival booklet	P
Press	Mentions and stories	Albany Advertiser, Aurora, Southerly Magazine, Countryman, The West Australian, Saturday West Australian in Magazine insert	P
Radio	Interviews and news stories	GWN and ABC will be invited to all major events. Possible News coverage	P G
Digital Promo	Your logo in digital media	ArtSouthWA linked directories and websites, Facebook, Instagram, Others TBA	P G
Digital Promo		ArtSouthWA website, local event pages.	P G S B

TIER KEY

Platinum

Gold

Silver

Bronze



2022 SPONSORSHIP PROPOSAL

ArtSouthWA

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 in the Art Trail booklet (hardcopy and online). Valued at \$990.
- Offer to advertise further in the Art Trail booklet at a discounted rate.
- Inclusion of your logo as the MAJOR PLATINUM EVENT SPONSOR in approx. 15,000 printed booklets and event marketing material.
- Inclusion of your logo as the MAJOR PLATINUM SPONSOR on the ArtSouthWA website.
- Your logo to appear on all advertising material and in press ads.
- A link to your website from the ArtSouthWA website.
- Logo displayed on Albany, Denmark and Mount Barker street banners.
- Mentions in all media releases.
- Social media mentions and shout-outs.
- Ability to place promotional flyers/incentives/samples in Art Trail packs*
- A special invitation for four guests to the official opening of the Southern Art & Craft Trail 2022.
- Ability to display banner at official opening and other relevant occasions.
- Invitation 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 Art Trail Booklet posted to you.
- Invitations to Artist's Exhibition openings. (managed by the Artists)

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 the Art Trail booklet (hardcopy and online).
- Offer to advertise further or upgrade your ad in the Art Trail booklet at a discounted rate.
- Inclusion of your logo as a GOLD EVENT SPONSOR in approx. 15,000 printed booklets and event marketing material.
- Inclusion of your logo as a GOLD EVENT SPONSOR on the ArtSouthWA Inc. website.
- Ability to place promotional flyers/incentives/samples in Art 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 2021.
- Advance copy of the Art Trail 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 the Art Trail booklet (hardcopy and online).
- Offer to advertise further or upgrade your ad in the Art Trail booklet at a discounted rate.
- Inclusion of your logo as a SILVER EVENT SPONSOR in approx. 15,000 printed booklets and event marketing material.
- Inclusion of your logo as a SILVER EVENT SPONSOR on the ArtSouthWA Inc. website.
- Ability to place promotional flyers/incentives/samples in Art Trail packs*
- A special invitation for two guests to the official opening of the Southern Art & Craft Trail 2022.
- Advance copy of the Art Trail Booklet posted to you.



2022 SPONSORSHIP PROPOSAL

ArtSouthWA

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 the ArtTrail booklet (hardcopy and online).
- Your logo listed as a Bronze Event Sponsor in approx. 15,000 printed booklets and event marketing material.
- Ability to place promotional flyers/incentives/samples in Art Trail packs*
- A special invitation for two guests to the official opening of the Southern Art & Craft Trail 2022.
- 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 2022 it is expected to be 50 venues. They contain the Venue's Art 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 Art 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 2022/2023 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 Art Trail.

Advertising: The Art Trail booklet offers advertising space. See Appendix 1 for details.

Art Trail pack inclusions: Discount vouchers with special offers, vouchers for services and/or products can be included in the Art 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 two-week Art Trail. These will record both quantitative data – numbers of visitors, and qualitative data – Sponsor recall (and other data).
- Measure social media and advertising, online 'views', visits to Sponsors' information on the website.

This data will be made available to you at the end of the Art 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 Art Trail ends. Between both sets of data you will be able to analyse the benefits of the Sponsorship to your organisation.

What also needs to be pointed out are what is immeasurable, 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.



2022 SPONSORSHIP PROPOSAL

ArtSouthWA

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 detailed 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 2022 Southern Art and Craft Trail Event, and throughout the 12-month Sponsorship period.
- Assist the Sponsor with ideas on how they can maximise their ASWA and Art 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 ArtSouthWA and the 2022 Southern Art and Craft Trail Event in a professional and supportive manner whenever the opportunity arises.

Sponsorship Tiers and Value

Sponsorship Opportunities are available at 4 levels

P latinum	\$10,000+
G old	\$ 5,000
S ilver	\$ 2,500
B ronze	\$ 1,000

Duration of Sponsorship arrangement

The Sponsorship arrangement starts from the first of July 2022 and continues until the end of June 2023.

Payment Terms

A deposit of 30% is required as soon as possible after document signing. The balance of payment is required by 1st July 2022. This allows you the choice to draw funds from either or both of your 2021/2022 or 2022/2023 budgets. Other payment arrangements can be discussed.

Insurance details

ArtSouthWA holds the following insurances:

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

Contact details

Anne Sparrow | Administration Officer ArtSouthWA | email - admin@artsouthwa.com.au

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

Circulation 15,000 (approximate 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 Art Trail booklet is 12 months.

Geographic distribution area and Brochure sites (*likely to include but not limited to*):

Perth	Visitor Centres and Art Gallery WA
Busselton	Visitor Centre for Margaret River/Augusta
Dunsborough	Visitor Centre
Bridgetown	Visitor Centre
Nannup	Visitor Centre and artist venues
Manjimup	Visitor Centre and artist venues
Northcliffe	Visitor Centre and artist venues
Walpole	Visitor Centre and artist venues, caravan parks, gallery, and retail locations
Denmark	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
Mount Barker	Visitor Centre and Library, same as Denmark
Frankland	Frankland River Community Resource Centre and artist venues
Cranbrook	Cranbrook Community Hub and artist venues
Kendenup	Gilbert Wines Café TBC
Kojonup	Gallery Aura, cafes, visitor centre and artist venues
Katanning	Visitor Centre and artist venues
Gnowangerup	Yougenup Centre (Visitor Centre) which is the artist's venue
Ongerup	Visitor Centre and artist venue
Hopetoun	Southern Wilderness Art - artist venue
Esperance	TBC
Albany	Same as Denmark outlets; Vancouver Arts Centre, Albany Town Hall
Torbay	Artist venues

Advertising Costs

All ads in Full Colour

Full page	\$990
2/3 page	\$770
1/3	\$495

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 30%. Bronze packages do not have advertising included but can purchase it at a 30% discount.