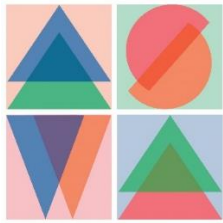


# 2023 SPONSORSHIP PROPOSAL



ArtSouthWA

*proud producers of the*



Anniversary  
Art+Craft Trail

**Southern Art+Craft Trail**

*Event 2023*



**Promoting the Arts and Crafts of the southern region of WA**

Image: Helen Heerey



## 2023 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 and the biggest of its kind in the region. The Art Trail is now in its 20th year and increasing in participation each year. In 2022, over 400 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, Nannup and more.

The 2023 Southern Art and Craft Trail will run from the 23 September to 8 October, during the school holiday period. Approximately 60 different venues, including cafes, wineries, galleries, shop fronts, 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 can include 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 2023 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.



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"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 2022 regional Art Trail artists received \$300 000 in income, while the regional economy saw an injection of over \$5 500,000. Visitors stayed for an average of 3 nights in the region. 30% of visitors came from interstate and overseas as the borders opened up.

## 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*

-  Predominately female decision makers
-  Professional, semi-retired, retired
-  Disposable income
-  Homeowners
-  Influenced by both rational and emotional decision making
-  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.

The majority of Southern Art and Craft Trail visitors and buyers live in the greater southern region of WA. The majority of the event's promotional spend is also in this region. This means that if you are wanting to be seen and heard by a regional audience, then you are assured that your sponsorship investment will reach your target. The rest of the event audience is from the western regional area through to Bunbury, Busselton and Margaret River, while around 20% are from Perth metro, greater WA and interstate.

If these are the people with whom you would like to connect, then Sponsorship of the 2023 Southern Art and Craft Trail Event would provide an intelligent spend in your promotional budget.

### **Visitor numbers**

2023 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 anticipated that visitation from eastern states and overseas visitors will increase further in 2023.



## 2023 SPONSORSHIP PROPOSAL

# ArtSouthWA

## 2023 Promotional Strategies

Below is a summary of the main exposure opportunities planned for 2023.

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>D 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>D P G</b>
<b>Promotions</b>			
Art Trail booklet	Your ad or logo in 15,000 Art 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>D P G S B</b>
Art Trail packs	Information packs for Venues	Packs are distributed to participating venues – approx.50 x	<b>D P G</b>
Outdoor signage	Street banners	Your logo on banners in Albany, Denmark and Mt Barker	<b>D P G S B</b>
Outdoor signage	Posters	Your logo on posters throughout the townsites of every participating town	<b>D P G</b>
Invitations	e- mail outs	Up to 150 digital copies emailed to Supporters, sponsors, Councils and dignitaries	<b>D P G</b>
Magazines	Logo/mentions	Aurora, Southerly Magazine, Bloom Festival booklet	<b>D P G</b>
Press	Mentions and stories	Albany Advertiser, Aurora, Southerly Magazine, Countryman, The West Australian, Saturday West Australian in Magazine insert. Other regional TBA	<b>D P</b>
Radio	Interviews and news stories	GWN and ABC will be invited to all major events. Potential for News coverage	
Social Media Promo	Your logo in our social media platforms	ArtSouthWA, Facebook and Instagram. Members profiles and Others TBA	<b>D P G S B</b>
Digital Promo	Your logo in digital media	ArtSouthWA website, City of Albany Website and multiple other website TBA. Members pages.	<b>D P G S B</b>

TIER KEY

**D**iamond

**P**latinum

**G**old

**S**ilver

**B**ronze





## 2023 SPONSORSHIP PROPOSAL

# ArtSouthWA

## Sponsor Benefits

### **DIAMOND SPONSOR - \$20 000 +**

- 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 \$1040. 1/3 page valued at \$520
- Offer to advertise further in the Art Trail booklet at a discounted rate.
- Inclusion of your logo as the MAJOR DIAMOND EVENT SPONSOR in approx. 15,000 printed booklets and event marketing material.
- Inclusion of your logo as the MAJOR DIAMOND 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 tags.
- Ability to place promotional flyers/incentives/samples in Art Trail venue packs\*
- A special invitation for four guests to the official opening of the Southern Art & Craft Trail 2023.
- 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)

### **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 \$1035.
- 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 tags
- Ability to place promotional flyers/incentives/samples in Art Trail packs\*
- A special invitation for two guests to the official opening of the 2023 Southern Art & Craft Trail
- 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 emailed 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). Valued at \$808
- 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.



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- 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\*
- A special invitation for two guests to the official opening of the Southern Art & Craft Trail 2023.
- Advance copy of the Art Trail Booklet posted to you.
- Invitations to Artists Exhibition openings. (managed by the Artists)

### **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). Valued at \$520
- 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.
- A special invitation for two guests to the official opening of the Southern Art & Craft Trail 2023.
- Advance copy of the Art Trail Booklet emailed 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 the Art Trail booklet (hardcopy and online).
- Your logo listed as a Bronze Event Sponsor in approx. 15,000 printed booklets and event marketing material.
- A special invitation for two guests to the official opening of the Southern Art & Craft Trail.

**Trail packs\*** go to all venues, with number depending on venue numbers for each year. In 2023 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 2023/2024 promotions strategy, then other opportunities to be involved and show support of the Southern Art and Craft Trail include:

*Donations and In Kind:* 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.



# ArtSouthWA

## 2023 SPONSORSHIP PROPOSAL

### 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
- Measure social media and advertising, online traffic, 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.



## 2023 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 2023 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 2023 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

DIAMOND	\$20 000+
PLATINUM	\$15 000
GOLD	\$5000
SILVER	\$2500
BRONZE	\$1000

### **Duration of Sponsorship arrangement**

The Sponsorship arrangement starts from the first of July 2023 and continues until the end of June 2024.

### **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 2022/2023 or 2023/2024 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](mailto:admin@artsouthwa.com.au)



**Southern Art and Craft Trail A5 full colour brochure. Aprox. 60 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*):

<b>Perth</b>	Visitor Centres and Art Gallery WA
<b>Busselton</b>	Visitor Centre for Margaret River/Augusta
<b>Dunsborough</b>	Visitor Centre
<b>Bridgetown</b>	Visitor Centre
<b>Nannup</b>	Visitor Centre and artist venues
<b>Manjimup</b>	Visitor Centre and artist venues
<b>Northcliffe</b>	Visitor Centre and artist venues
<b>Walpole</b>	Visitor Centre, artist venues, caravan parks and gallery
<b>Denmark</b>	Visitor Centre and Library, Chamber of Commerce, Community Resource Centre, artist venues, caravan parks, cafes, restaurants, retail outlets, wineries, galleries, hotel/motels and B&Bs
<b>Mount Barker</b>	Visitor Centre and Library, Chamber of Commerce, Community Resource Centre, artist venues, caravan parks, cafes, restaurants, retail outlets, wineries, galleries, hotel/motels and B&Bs
<b>Frankland</b>	Frankland River Community Resource Centre and artist venues
<b>Cranbrook</b>	Cranbrook Community Hub and artist venues
<b>Kendenup</b>	TBC
<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's venue
<b>Ongerup</b>	Visitor Centre and artist venue
<b>Hopetoun</b>	Southern Wilderness Art - artist venue
<b>Esperance</b>	TBC
<b>Albany</b>	Visitor Centre and Library, Vancouver Arts Centre, Albany Town Hall, artist venues, caravan parks, cafes, restaurants, retail outlets, wineries, galleries, hotel/motels and B&Bs
<b>Torbay</b>	Artist venues

**Advertising Costs**

All ads in Full Colour

Full page	\$1040
2/3 page	\$808
1/3	\$520

**Loadings**

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

**NB** Sponsors at Diamond, 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.