

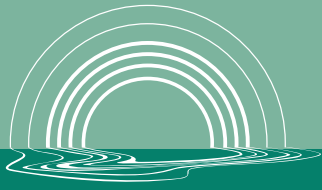
ephemera

Seaside Sculptures



2023 Ephemera: Seaside Sculptures Sponsorship Proposal

22 July - 6 August 2023



ephemera

Seaside Sculptures

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cover image:
Amanda Parer
Intrude [detail]
Ephemera 2023
Invited Artist
Photographer:
Andrew Rankin



Introduction

Thank you for your time to discuss *Ephemera Seaside Sculptures 2023* sponsorship.

Townsville City Council aims to develop strategic, long-term partnerships within the corporate and community sectors through the sponsorship of Council initiatives that benefit our community.

We acknowledge that each of our sponsors have preferred sponsorship benefits which we can negotiate based on the level of sponsorship investment.

This proposal provides information on the initiative (*Ephemera 2023*), sponsorship investment options, and sponsorship benefits.



Art for ART Sake
Reef in grief [detail]
Ephemera 2021 competitive entrant
Photography: Andrew Rankin Photography

Initiative Overview

Ephemera will again present a range of exciting programs and artworks in 2023, building on both the event's capacity to encourage and showcase the work of local, national and international artists, as well as enhancing its reputation as a signature arts event. Following the success of aligning with the North Australian Festival of Arts (NAFA) in 2021, *Ephemera* will align with another significant cultural festival - the Australian Festival of Chamber Music.

Combined, these unique cultural events will see Townsville transformed into a hive of arts and cultural experiences to intrigue and delight residents and visitors alike.

The exhibition in 2021 attracted more than 180,000 visitations to The Strand, providing economic benefits for the community and raising Townsville's profile as a national destination of culture and sophistication.

In its twelfth iteration, the exhibition will expand to a 16-day festival that will present

a diverse array of contemporary art along The Strand esplanade from 22 July – 6 August 2023.

Ephemera has gained significant support from the private and corporate sectors within Townsville, considerable media coverage, and attracts visitors locally, nationally and internationally.

Gallery staff have developed an array of public programs and additional elements to support the exhibition and encourage community engagement including:

- Free interactive activities for children and families
- Strong school engagement including a free Education Kit
- Artist talks
- Guided tours
- Events
- The *People's Choice Award*.



Ephemera Artists' Walking Tour

Photography: Andrew Rankin Photography

Key Dates

Catalogue Information Finalised

10am Thursday 6 April 2023

Installation Dates

Monday 17 - Friday 21 July 2023

Opening Event

Saturday 22 July 2023

Artist Walking Tour

Saturday 22 July 2023

Exhibition Dates

Saturday 22 July - Sunday 6 August 2023

Partnership Proposal

Council would like to request your support by way of sponsorship which in turn will support the array of public programs and the event.

Event Sponsorship Opportunities

Installation view | left to right: Craig Walsh, Monuments, 2021, Jane Hawkins, Sally Munns, Rhonda Payne, Brain Fade, 2021
Photography: Andrew Rankin Photography

2023 Event Naming Rights

As the 2023 *Ephemera* naming rights sponsor, you will receive major exposure and benefits along with sponsoring the \$10,000 prize money to the winning artist.

FUNDING
REQUEST
\$100k

BENEFITS & INCLUSIONS

- Logo placement on the *Ephemera* publication front cover
- Sponsorship of the \$10,000 prize money to the winning artist
- Business name mentioned in associated media opportunities where applicable
- Logo placement on the *Ephemera* webpage within the Townsville City Council website, as the major sponsor of the festival
- Logo placement and brand recognition on associated social media posts – including Facebook and Instagram
- Logo placement/recognition where applicable in print media, radio, television and online platforms
- Logo placement/recognition in Townsville City Council e-newsletters - distributed monthly
- Logo placement on city dressings flags and scrim.

A

B

2023 Event Education Kits

Ephemera Education Kits are free to all children/ youth and school groups. The *Ephemera* Education Kit specifically targets younger audiences with engaging activities, and stories, and acts as an educational guide to the exhibition.

As the *Ephemera* Education Kit sponsor your company will receive high exposure and your company logo will be featured on all Education Kits and selected *Ephemera* collateral.

BENEFITS & INCLUSIONS

- Logo featured on all *Ephemera* Education Kits
- Logo featured on the *Ephemera* publication
- Logo featured on the *Ephemera* website
- Logo featured on associated social media posts – including Facebook and Instagram
- Acknowledgement through any associated media releases for the partnered initiative.

FUNDING
REQUEST

\$10k

C

2023 People's Choice Award

The *People's Choice Award* is a hotly contested competition with over 1,220 visitors voting in 2021. The *People's Choice Award* allows the public to have their say on their favourite competitive artwork in the exhibition.

In 2023, the *People's Choice Award* will see the return of the much-loved marble run while also providing audiences with the opportunity to vote online.

The *People's Choice Award* also captures information from participants that provides *Ephemera's* demographic and financial impact statistics.

The *People's Choice Award* winner receives a \$1,000 cash prize, with two runners-up each receiving a \$500 cash prize.

As the *Ephemera People's Choice Award* naming rights sponsor, your company will receive high exposure, and your company logo will be listed on selected *Ephemera* collateral.

BENEFITS & INCLUSIONS

- Logo featured on the *Ephemera* publication
- Logo featured on the *Ephemera* website
- Logo featured on associated social media posts – including Facebook and Instagram
- Acknowledgement through any associated media releases for the partnered initiative.

FUNDING
REQUEST

\$5k

D

2023 Ephemera Event Sponsor- General

Ephemera Event Sponsors partner with Townsville City Galleries to support all aspects of *Ephemera* including assisting artists with accommodation, freight, and logistical expenses.

As an *Ephemera* Sponsor, your company logo will be listed on selected *Ephemera* collateral.

BENEFITS & INCLUSIONS

- Logo featured on the *Ephemera* publication
- Logo featured on the *Ephemera* website
- Logo featured on associated social media posts – including Facebook and Instagram
- Acknowledgement through any associated media releases for the partnered initiative.

FUNDING
REQUEST

\$5k



Tree & Leaf
Scarewood
2021 People's Choice Award Winner
Photography: Andrew Rankin Photography

Sponsorship Benefits

Ephemera sponsorship opportunities will not only provide your company with great branding opportunity but also a good return on investment and sponsorship objectives.

Based on funding levels, the following are examples of benefits that can be negotiated.

Brand and Reputation

Sponsor logo reproduced on all printed material associated with the exhibition, including *Ephemera* catalogue, Education Kit, maps, media releases, etc.

- Logo listed on the *Ephemera* webpage within the Townsville City Council website, as a sponsor or partner (based on funding level)
- Onsite acknowledgment of sponsors on information boards and signage
- All sponsors acknowledged and thanked by elected official at opening event.

Hospitality & Entertainment

- Opportunity for sponsors to invite guests to a private tour with the exhibition curator (catering options available)
- We welcome additional ideas and opportunities from our sponsors.
- Return on Investment
- Estimated audience to reach 210,000 visitations on The Strand during the festival
- In 2021, the official *Ephemera* website attracted over 21,470 views, with over 1,600 viewers downloading educational resources, and over 39,000 YouTube views of *Ephemera: Seaside Sculptures*, *Ephemera* 2021 Walkthrough and behind-the-scenes videos of each artwork
- *Ephemera's* social media platforms had a reach of 129,715 over the month of July during *Ephemera* 2021.

Return on Sponsorship Objectives

- Building our Community
- Engaging existing and new clients
- Positive brand and reputation through association
- Opportunities to drive business outcomes
- Contribute towards the organisation's Corporate Social Responsibility (CSR).

Objectives

- Develop *Ephemera's* reputation as a first-class event
- Position Townsville as an arts and cultural hub for the north
- Strengthening Townsville City Council's relationship with local business
- Attract record-breaking visitations.

Measure & Success

- *Ephemera* 2023 will again measure the economic outcomes of the festival and aims to exceed *Ephemera* 2021's economic impact of \$8,251,000* (calculations based on number of visitations x daily spend estimates = economic impact)
- *Ephemera* 2023 aims to exceed 210,000 visitation on The Strand during the festival period
- *Ephemera's* 2023 People's Choice Award aims to engage over 1,500 voters
- *Ephemera* 2023 aims to exceed 21,500 web site views and over 40,000 YouTube views.

Summary & Contacts

Townsville City Council continually looks at innovative ways to partner with our community and corporate sectors to help deliver initiatives that benefit our residents and our city. Sponsorship of initiatives such as the one presented in this proposal provides invaluable support, contributing towards a sustainable lifestyle that our city truly values.

The team at *Ephemera* will tailor an agreement to meet your sponsorship objectives.

We look forward to collaborating with you to deliver an impressive and highly attended outdoor exhibition to Townsville.

Sponsorship Confirmation

The *Ephemera* team will dedicate a variety of marketing strategies, prior to and during *Ephemera* 2023. To maximise your branding opportunities please confirm sponsorship as soon as possible.

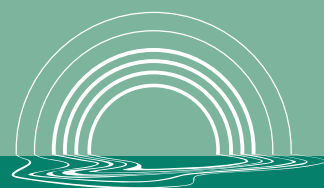
Contact

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Townsville City Galleries

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Carla Gottgens
I wish you were here
Ephemera 2021 competitive
and acquisitive entrant
Photography: Andrew Rankin Photography



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