

CITY OF BELMONT

**ART**

**AWARDS**



2024  
SPONSORSHIP  
OPPORTUNITY



**BELMONT**  
CITY OF OPPORTUNITY

# About the Awards

## Place your business at the heart of arts and culture in the City of Belmont.

The City proudly presents the 2024 City of Belmont Art Awards and its associated public and education programs. This exhibition provides an incredible opportunity for West Australian artists to showcase their work, and for local businesses to demonstrate their support.

The Art Awards are accessible and encourage artists of all abilities, ages and experience levels to participate.

The City is now seeking sponsorship contributions from businesses that wish to contribute to the Art Awards and the creative endeavors of WA artists.

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# Key Dates



The Art Awards will be held at The Glasshouse, located within the grounds of Faulkner Park. The Exhibition will run from 30 August to 14 September 2024.

The Exhibition is open to the public Tuesday to Saturday 10am to 4pm) and Sundays (1pm to 4pm). Mondays are open by appointment for group tours. The following events will be held at The Glasshouse located within the grounds of Faulkner Park:



 *Friday 30 August*

**Opening and Awards Night**



 *Saturday 31 August to Saturday 14 September*

**Exhibition open to the public**



 *Thursday 5 September*

**Belmont Business Sundowner**

# Target Audiences



The Art Awards and its associated public and education programs will attract the interest of a broad cross section of the community including:



**Creative Consumers**



**Local Residents**



**West Australian Artists**



**Youth**



## Social Benefits

We aspire to be innovative, creative, and progressive.

We recognise that art has the power to connect us through social interaction, contributing to the health, wellbeing, and general life satisfaction of our residents.

The Art Awards encourages the community to engage in the arts and develop new artworks that celebrate the City of Belmont as a place of creativity and culture. They provide a professionally presented platform for community arts and a unique environment for engaging with creative consumers.

The Art Award Public Programs deliver a range of educational and informative sessions leading up to and during the exhibition. Workshops, talks and accessibility tours have been designed to provide professional development opportunities for emerging artists and greater appreciation of the works on display.

For many exhibitors, the Art Awards is their first opportunity to show artwork in a public setting. For others, it is an opportunity to share their stories, show their skills and progress their careers.

While not primarily focused on sales, the Art Awards also provide an opportunity for artists to sell their works, and for art lovers to take them home.

For these reasons the Art Awards is an impactful event for the community.

By sponsoring the Art Awards you are enabling creativity and cultural expression to continue to grow in our City.

### Why is your support so valuable?

Arts and cultural engagement has been shown to have numerous health and wellbeing benefits by:

- enhancing social inclusion;
- reducing loneliness;
- increasing confidence; and
- improving feelings of self-worth.

Not only will your support help to enable creativity and cultural expression, you will be contributing to the arts and health economics of our community.



# Snapshot of the 2023 City of Belmont Art Awards



## Entrants

**300** entries were displayed at the 2023 City of Belmont Art Awards.



## Visitors

**1,800+** attendees visited the 2023 City of Belmont Art Awards.



## Program Participation

**152** people participated in the 2023 City of Belmont Art Awards Education programs.



## Media

**3** media releases

**64,500** copies of printed collateral distributed.

**10,000** email newsletter subscribers saw 6 articles.



## Social Media

Facebook	Instagram	Linked In
<b>13,000</b> followers	<b>3,028</b> followers	<b>1,723</b> followers
Posts	Reach	Impressions
<b>40</b>	<b>147,007</b>	<b>349,537</b>

Note: Social media followers as at December 2023.

# Sponsorship Benefits

## Gold \$10,000

### Award Naming Rights

- Naming rights of overall award “2024 City of Belmont Art Awards [insert business name] Prize”.
- OR naming rights of one of the key highlight programs

Please note: the winning artwork will be entered into the City of Belmont’s Civic Art Collection whereby it will perpetually acknowledge the sponsor’s contribution.

### Logo Placement

- Belmont Bulletin articles relating to the 2024 Art Awards distributed to 21,000+ households.
- City of Belmont email newsletters relating to the 2024 Art Awards distributed to 10,000+ subscribers.
- City of Belmont Facebook posts relating to the 2024 Art Awards distributed to 13,000+ followers.
- Digital promotional displays at the City of Belmont Civic Centre and Belmont Hub.
- Promotional posters and flyers distributed throughout the City of Belmont.
- City of Belmont webpages and website news items relating to the 2024 Art Awards.
- Event promotional imagery displayed on the City of Belmont website.
- Printed signage at the 2024 Art Awards including A-frame signage, pull up banners and reception desk signage.
- 2024 Art Award Certificates.
- 2024 Art Awards Catalogue printed and digital versions.

### Sponsorship Recognition

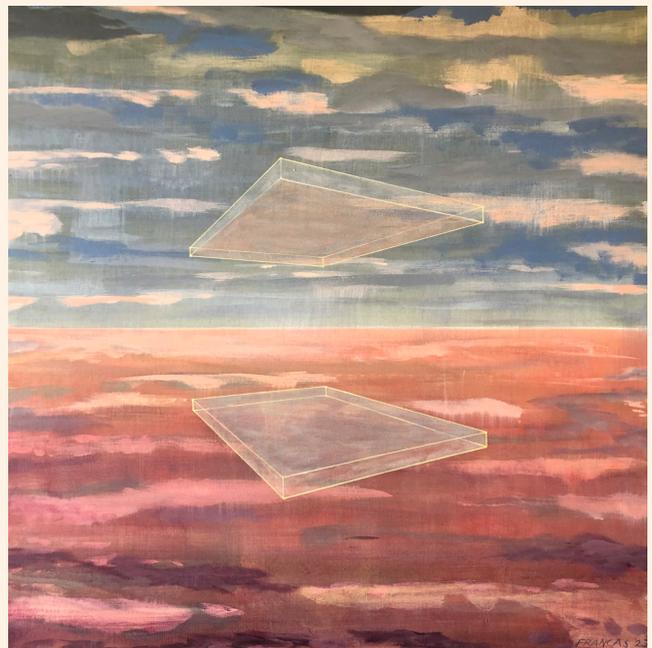
- Acknowledgment in the Mayor’s speeches.
- Ongoing verbal acknowledgment as the naming rights sponsor for the award.
- 2024 Art Awards social media posts.
- Print advertisements relating to the 2024 Art Awards.
- Event descriptions on the City of Belmont website.

### Corporate Hospitality

- Speech opportunity at the Awards Night.
- Opportunity to present a sponsored award.
- 10 invitations to attend the Awards Night.
- 4 invitations to attend the Belmont Business Sundowner.

### Photo Opportunity

- Photo opportunity with the Mayor.
- Photo opportunity with the winner of your sponsored award.



*Mindscape, 2023 Acrylic and Oil on Canvas by Michael Francas.*

## Silver \$5,000

### Award Naming Rights

- Naming rights of a secondary award category.

Please note: there will only be one naming rights sponsor per award category and opportunities are limited. The City of Belmont reserves the right to allocate naming rights.

### Logo Placement

- Belmont Bulletin articles relating to the 2024 Art Awards distributed to 21,000+ households.
- Promotional posters and flyers distributed throughout the City of Belmont.
- City of Belmont webpages and website news items relating to the 2024 Art Awards.
- Event promotional imagery displayed on the City of Belmont website.
- 2024 Art Award Certificates.
- 2024 Art Awards Catalogue printed and digital versions.
- Printed signage at the 2024 Art Awards ( including A-Frame signage, pull-up banners & reception desk).

### Sponsorship Recognition

- Acknowledgment in the Mayor's speeches.
- Ongoing verbal acknowledgment as the naming rights sponsor for the award.
- Event descriptions on the City of Belmont website.

### Corporate Hospitality

- 5 invitations to attend the Awards Night.
- 2 invitations to attend the Belmont Business Sundowner.

### Photo Opportunity

- Photo opportunity with the Mayor.
- Photo opportunity with the winner of your sponsored award.

## Bronze \$2,500

### Logo Placement

- Promotional posters and flyers distributed throughout the City of Belmont.
- City of Belmont webpages and website news items relating to the 2024 Art Awards.
- 2024 Art Awards Catalogue printed and digital versions.

### Sponsorship Recognition

- Acknowledgment in the Mayor's speeches.
- Event descriptions on the City of Belmont website.

### Corporate Hospitality

- 2 invitations to attend the Awards Night.
- 2 invitations to attend the Belmont Business Sundowner.

Gold \$10,000	Silver \$5,000	Bronze \$2,500
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## Award Naming Rights

Naming rights of overall award	✓		
Naming rights of a secondary award category. There will only be one naming rights sponsor per award category and opportunities are limited. The City of Belmont reserves the right to allocate naming rights		✓	

## Logo Placement

City of Belmont webpages and website news items relating to the 2024 Art Awards.	✓	✓	✓
2024 Art Awards Catalogue printed and digital versions.	✓	✓	✓
Promotional posters and flyers distributed throughout the City of Belmont.	✓	✓	✓
Belmont Bulletin articles relating to the 2024 Art Awards	✓	✓	
Printed signage at the 2024 Art Awards including A-frame signage, pull up banners and reception desk signage	✓	✓	
2024 Art Award Certificates	✓	✓	
Event promotional imagery displayed on the City of Belmont website	✓	✓	
City of Belmont email newsletters relating to the 2024 Art Awards	✓		
City of Belmont Facebook posts relating to the 2024 Art Awards	✓		
Digital promotional displays at the City of Belmont Civic Centre and Belmont Hub.	✓		

## Sponsorship Recognition

Acknowledgment in the Mayor's speeches.	✓	✓	✓
Event descriptions on the City of Belmont event webpages	✓	✓	✓
Ongoing verbal acknowledgment as the award naming rights sponsor	✓	✓	
2024 Art Awards social media posts.	✓		
Print advertisements relating to the 2024 Art Awards.	✓		

Gold \$10,000	Silver \$5,000	Bronze \$2,500
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**Corporate Hospitality**

Invitations to attend the Awards Night	✓ (10)	✓ (5)	✓ (2)
Speech opportunity at the Awards Night	✓		
Invitations to attend the Belmont Business Sundowner	✓ (4)	✓ (2)	✓ (2)
Opportunity to present sponsored award	✓		
Photo opportunity with the Mayor	✓	✓	
Photo opportunity with the winner of your sponsored award	✓	✓	



*Peak Hour Storm, 2023 Oil on Canvas*  
by Meca White



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*Destabilise, 2023.  
Digital painting printed  
on archival paper  
by Tom Goates  
(Winner of the 2023  
City of Belmont Art  
Award)*

## Award Naming Rights are available for:

- Gold Sponsors to provide naming rights of overall award
- Silver Sponsors to provide naming rights of a secondary award category.

## Award Categories for Sponsorships are listed below alongside the prize value:

- City of Belmont Overall Award: \$10,000 prize
- City of Belmont Resident Award: \$1,000 prize
- Emerging Artist, 18 to 25 years: \$500 prize
- Youth Award, 11 to 17 years: \$500 prize
- Popular Choice Award: \$500 prize
- Highly commended awards

## Philanthropic Opportunities

The City encourages philanthropic investment in the arts in the City of Belmont.

Private donors are welcome to support the arts through cash contributions that will be invested into the Art Awards or other arts initiatives.

All contributors will be acknowledged within the Art Awards Catalogue.



*The Bard of Broadwater* by Andrew Taylor, 2022  
(Mixed Media sculpture)



## Contact Us

We are now seeking sponsorship contributions from businesses that wish to contribute to the 2024 Art Awards and the creative endeavours of WA artists.

Contact the City of Belmont via email on [artsandplace@belmont.wa.gov.au](mailto:artsandplace@belmont.wa.gov.au) to organise a preliminary sponsorship discussion.



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Image Credits: All artworks featured throughout this document were acquired from the Art Awards for the City of Belmont's Civic Art Collection.