

City of Belmont

ART AWARDS



2025 Sponsorship Opportunity



City of Belmont

ART

AWARDS

About the Awards

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

The City proudly presents the 2025 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.

Catalogue 2024

31 August to 14 September 2024
The Glasshouse, 225 High Street, Belmont



Key Dates

The Art Awards will be held at The Glasshouse, located within the grounds of Faulkner Park. The Exhibition will run from 12 September to 27 September 2025.

The Exhibition is open to the public Tuesday to Sunday 10am 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 12 September

Opening and Awards Night



Saturday 13 September

Youth Awards Event



Saturday 13 September to Saturday 27 September

Exhibition open to the public



Thursday 18 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



Hon Samantha Rowe MLC, Erin Knight (winner of 2024 Belmont Art Award overall prize) and Mayor Rossi.

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 2024

City of Belmont

ART

AWARDS



Entrants

300 entries were displayed at the 2024 City of Belmont Art Awards, selected from 585 applications

This included **82** entries by Youth artists aged 11 – 17, and 77 entries by artists based in the City of Belmont



Visitors

1,850+ attendees visited the 2024 City of Belmont Art Awards



Program Participation

200+ people participated in the 2024 City of Belmont Art Awards Education Programs and Gallery Tours



Media

3 media releases

66,500 copies of printed collateral distributed

11,000 email newsletter subscribers saw 8 articles



Social Media

Facebook

15,000 followers

Posts

40

Instagram

3,350 followers

Reach

129,983

Linked In

2,150 followers

Impressions

273,128

Note: Social media followers as at November 2024

Sponsorship Benefits

Gold \$10,000

Award Naming Rights

- Naming rights of overall award "2025 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 2025 Art Awards distributed to 21,000+ households.
- City of Belmont email newsletters relating to the 2025 Art Awards distributed to 11,000 subscribers.
- 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 2025 Art Awards.
- Event promotional imagery displayed on the City of Belmont website.
- Printed signage at the 2025 Art Awards including A-frame signage, pull up banners and reception desk signage.
- 2025 Art Award Certificates.
- 2025 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.
- Social media tags in 2025 Art Awards milestone and announcement posts.
- Print advertisements relating to the 2025 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.



Shae Libbis, winner of Emerging Artist Award with Mayor Rossi.

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 2025 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 2025 Art Awards.
- Event promotional imagery displayed on the City of Belmont website.
- 2025 Art Award Certificates.
- 2025 Art Awards Catalogue printed and digital versions.

Sponsorship Recognition

- Social media tags in 2025 Art Awards winner announcement posts.
- 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 2025 Art Awards.
- 2025 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 2025 Art Awards.	✓	✓	✓
2025 Art Awards Catalogue printed and digital versions.	✓	✓	✓
Promotional posters and flyers distributed throughout the City of Belmont.	✓	✓	✓
Belmont Bulletin articles relating to the 2025 Art Awards	✓	✓	
Printed signage at the 2025 Art Awards including A-frame signage, pull up banners and reception desk signage	✓	✓	
2025 Art Award Certificates	✓	✓	
Event promotional imagery displayed on the City of Belmont website	✓	✓	
City of Belmont email newsletters relating to the 2025 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	✓	✓	
Social media tags in 2025 Art Awards announcement posts	✓	✓	
Print advertisements relating to the 2025 Art Awards.	✓		

*Logo inclusion is subject to receipt of logo at time of collateral or content publishing

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	✓	✓	



Youth event opening 2024



Belmont Bulletin - October 2024



Mayor Rossi, Kevin Robertson and Mentorship Award recipient Anne Farrell with Deputy Mayor Sessions.

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
- Resident 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.



Contact Us

We are now seeking sponsorship contributions from businesses that wish to contribute to the 2025 Art Awards and the creative endeavours of WA artists.

Contact the City of Belmont on 9477 7457 or email artsandplace@belmont.wa.gov.au to organise a preliminary sponsorship discussion.