
REQUEST FOR Expressions of Interest: Blacktown Council – Blacktown City Art Prize Sponsor

We are seeking expressions of interest from organisations, companies and local businesses to sponsor the Blacktown City Art prize.

Context

The Blacktown City Art prize is a much loved, open-themed exhibition, it is presented by Blacktown Art at the Leo Kelly Blacktown Arts Centre and attracts thousands of visitors. Last year the Art Prize received almost 900 entries from artists across Australia, consisting of drawing, painting, printmaking, sculpture, ceramics, photo media and mixed-media artwork.

Sponsorship enables the Blacktown City Art Prize to offer significant prize money which supports excellence, local artists, First Nations artists and local young people to showcase their work in a highly regarded presentation and prestigious western Sydney event. The Prize has built a very strong reputation both regionally and state-wide; and attracts a broad range of visitors to Blacktown and from the local community through a public engagement program of talks, workshops and events. It is a unique opportunity for visitors to purchase affordable artworks by emerging artists.

We welcome the residents of Blacktown and visitors in a conversation that integrates the distinctive voice of this place and its people into the fabric of the City. By providing opportunities for artists to flourish, and enabling an exchange with our diverse communities, we deliver a relevant program of arts and cultural experiences in a range of venues and locations across the City. Dynamic cultural, social, economic and environmental partnerships generate new knowledge and enable the City to prosper as a centre of culture, creativity and learning.

Purpose

Council is seeking sponsorship for the annual Blacktown City Art Prize by providing funds towards the main prize of \$15,000, the Aboriginal Artist Prize of \$2,000, the Local Artist Prize of \$2,000, and the People's Choice Prize of \$1,000.

Blacktown Council invites proposals from organisations, companies and local businesses to be a sponsor for the Blacktown City Art Prize. Sponsors can support existing prize-winning categories or dedicate a new prize.

Expressions of interest should be made by completing the attached *Sponsoring a Council event, activity or service* PDF form and include the following:

- Organisation statement of interest briefly outlining why the Blacktown City Art Prize appeals to the organisation
- A proposed sponsorship fee for 1 year
- An outline of additional support the organisation can provide such as promotion of the Art Prize to its own network.

Please refer to our attached Sponsorship policy that details the type of proposals we can accept and how we will evaluate proposals received.

Deliverables

Council deliverables

Standard benefits are available to sponsorships over \$1,000:

1. Acknowledgement and logo in the exhibition brochure
2. Company logo posted on Blacktown Arts website
3. Invitations to the launch, prize-giving and selected Council functions.
4. MC and Mayoral acknowledgement at the launch, prize-giving and public events

Additional benefits are available for sponsorships over \$3,000:

5. Opportunity for a representative to make a presentation to the winners
6. Company logo on all Blacktown City Art Prize promotional material including posters, banners and flyers
7. A social media post on Blacktown Arts channels acknowledging the sponsorship
8. Logo displayed at The Leo Kelly Blacktown Arts Centre for the duration of the exhibition
9. Acknowledgement in media releases and advertising for the exhibition.

A request for additional sponsorship benefits can be made in your sponsorship proposal and will be considered in line with our policy.

Organisation deliverables

The organisation will deliver to Council:

1. An annual sponsorship fee for 1 year
2. A written commitment in support of the aims of the Blacktown City Art Prize
3. Promotion of the Blacktown City Art Prize to the organisation's own network.

Below is our proposed time frame to determine proposals for sponsorship. We will keep you advised of any delays.

Timeline	
Public call-out for EOI (on Council website)	5 July – 19 July, 2021
Completed applications to sponsor the event	5.30 pm, Tuesday 20 July, 2021
EOIs reviewed and recommended by Manager, Arts and Cultural Development, Alicia Talbot with Memo to CEO	Friday 23 July, 2021
EOIs reviewed by approved by Communications and Marketing and Governance where required	Wednesday 28 July, 2021
CEO approval and sign off	Monday 2 August, 2021
You will be advised if your EOI is successful by	Wednesday 4 August, 2021