



Patrons: Philip Cox AO and Janet Hawley

SCULPTURE Bermagui

'Excellence in Sculpture on the Sapphire Coast'

6 – 15 March 2020

SPONSORSHIP PROPOSAL





SCULPTURE Bermagui acknowledges the Yuin nation and their land on which the exhibition takes place and we pay our respects to their elders past, present and emerging.

SCULPTURE Bermagui brings diverse three dimensional art to the public, showcasing the skill and imagination of sculptors through works from established and renowned artists and emerging talent.

Why Sponsor SCULPTURE Bermagui 2020?

As well as supporting one of the premier arts and cultural events on the Sapphire Coast and promoting the region as one of NSW's premier tourist destinations, sponsors of SCULPTURE Bermagui are acknowledged in all media and promotion of the event and receive the other benefits outlined in this proposal.

Association with this exciting event enhances the reputation of Sponsors' businesses within the community and sets them apart from their competitors as pro-active supporters of public art and encouraging emerging and professional artists, as well as supporting the local economy through tourism. Sponsorship acknowledgement and benefits continue for a twelve-month period.

That goal is even more important this year following the recent devastating bushfires in our region which has impacted our community and local businesses.

Sponsor Contributions

Platinum (Acquisitive) Sponsor: \$20,000 (only one available)

Your Sponsorship Benefits

- Acquisition of the sculpture of your choice to the value of \$20,000
- Naming rights of the \$20,000 Platinum Acquisitive Prize
- Display of your logo on the SCULPTURE Bermagui website for 12 months with a “click through” link to your website
- Display of your logo on the SCULPTURE Bermagui Facebook page for 12 months
- Display of your approved advertising and promotional material at the marquee on the Headland for outdoor sculptures and the Community Hall for indoor sculptures
- Acknowledgement of your Platinum Sponsorship in media promotions and marketing material for SCULPTURE Bermagui 2020
- Acknowledgement of your Platinum Sponsorship in the SCULPTURE Bermagui 2020 catalogue
- 4 tickets to a private guided tour of the Indoor and Outdoor exhibitions on the opening day of the exhibition
- 4 tickets to the Artists’ Talk to be held during SCULPTURE Bermagui
- 4 tickets to the Closing Ceremony Function
- A private guided tour of the beautiful and inspiring sculpture collection at Thubbul, near Bermagui, owned by our Patrons, Philip Cox AO and Janet Howley

Gold (Acquisitive) Sponsor: \$10,000 (only one available)

Your Sponsorship Benefits

- Acquisition of the sculpture of your choice to the value of \$10,000
- Naming rights of the \$10,000 Gold Acquisitive Prize
- Display of your logo on the SCULPTURE Bermagui website for 12 months with a “click through” link to your website
- Display of your logo on the SCULPTURE Bermagui Facebook page for 12 months
- Display of your approved advertising and promotional material at the marquee on the Headland for outdoor sculptures and the Community Hall for indoor sculptures
- Acknowledgement of your Gold Sponsorship in media promotions and marketing material for SCULPTURE Bermagui 2020
- Acknowledgement of your Gold Sponsorship in the SCULPTURE Bermagui 2020 catalogue
- 2 tickets to a private guided tour of the Indoor and Outdoor exhibitions on the opening day of the exhibition
- 2 tickets to the Artists’ Talk to be held during SCULPTURE Bermagui
- 2 tickets to the Closing Ceremony Function

Silver (Acquisitive) Sponsor: \$5,000 (only one remaining of two available)

Your Sponsorship Benefits

- Acquisition of the sculpture of your choice to the value of \$5,000
- Naming rights of the \$5,000 Silver Acquisitive Prize
- Display of your logo on the SCULPTURE Bermagui website for 12 months with a “click through” link to your website
- Acknowledgement of your Silver Sponsorship in media promotions and marketing material for SCULPTURE Bermagui 2020
- Acknowledgement of your Silver Sponsorship in the SCULPTURE Bermagui 2020 catalogue
- 2 tickets to the Artists’ Talk to be held during SCULPTURE Bermagui
- 2 tickets to the Closing Ceremony Function

Note: Selection of Acquisitive prizes is in descending order from the highest level of prize offered.

Bronze Sponsor: \$2,500 (only three remaining of four available)

Your Sponsorship Benefits

- Acquisition of the sculpture of your choice to the value of \$2,500
- Naming rights of the \$2,500 Bronze Acquisitive Prize
- Display of your logo on the SCULPTURE Bermagui website for 12 months
- Acknowledgement of your Bronze Sponsorship in media promotions and marketing material for SCULPTURE Bermagui 2020
- Acknowledgement of your Bronze Sponsorship in the SCULPTURE Bermagui 2020 catalogue
- 2 tickets to the Closing Ceremony Function

Other Sponsorship Alternatives

If the sponsorship opportunities listed above do not meet your requirements, we welcome the opportunity to discuss alternative offers of support from you, such as a different price point, other required benefits or a named prize, so please let us know your thoughts.

Further, if in-kind support is your preference, such as an accommodation package for visiting artists or provision of transport or other logistical support for the artists and their pieces, we would happily explore these options also.

And, if you are a local Bermagui business, you can contribute to the prize pool for the very popular Bermagui Business Acquisitive Award for one successful sculptor.

Background

SCULPTURE Bermagui, formerly Sculpture On The Edge, is held each year in the coastal village of Bermagui on the unspoilt NSW Sapphire Coast. The exhibition is staged over 10 days, presenting sculptural works from established and renowned artists, as well as those of emerging talent.

The Outdoor exhibition is curated in the dramatic and picturesque settings of Dickinson Point and Dickinson Park foreshore, overlooking the ocean. Our Indoor exhibition is displayed in the modern Bermagui Community Centre and in shops and other businesses in Bermagui. The program includes a range of activities with artists: an Artists Talk and tours of both venues, and is concluded with a finale of music.

SCULPTURE Bermagui's passion for visual arts and cultural growth is driving forward this uniquely placed exhibition.

Local patrons together with local and regional businesses and organisations also provide active support and funding for an expanding list of cash and in-kind prizes and awards.

Very importantly, our visitors have been buying increasing numbers of works with overall total sales rising over the last few years.

SCULPTURE Bermagui attracts an audience of thousands from the local community, Sydney and

across NSW, Melbourne and Victoria, as well as from Canberra and the ACT. Travellers from other states and overseas also visit the exhibition.

The local region has an active and increasingly visible Aboriginal culture. We are fortunate to have the opportunity to enjoy talented artists, recognised storytellers, dance groups, musicians and galleries. Nearby places of indigenous significance to experience include Gulaga National Park, Wallaga Lake, Biamanga National Park and those along the Bermagui–Wallaga Lake Yuin Cultural Heritage Trail.

SCULPTURE Bermagui is organised and delivered by Edgy Art Inc, a not for profit incorporated charitable organisation, with a voluntary management committee of experienced and dedicated local community members.

SCULPTURE Bermagui is only possible with the invaluable input of many other individual volunteers before, during and after the exhibition.

SCULPTURE Bermagui

Rebranded in 2017, and building on the unprecedented successes of SCULPTURE Bermagui 2019 with its record number of over 10,000 visitors and a healthy sale of artistic works, SCULPTURE Bermagui promises to maintain its high standard, expand its capacity and be as interesting and inspiring to the local community and visitors alike. In fact, we have a record number of Expressions of Interest from artists for SCULPTURE Bermagui 2020.

Sculptors from our region account for about 60% of the exhibiting artists, with others coming from other regions, interstate and some from overseas, responding by submitting their Expression of Interest well in advance.

SCULPTURE Bermagui has captured the attention of galleries across the region and beyond and is increasingly supported by local businesses, residents and art lovers. The trend for all sales is to exceed 30% of all exhibition works, Indoor and Outdoor, with the individual sale price reaching \$8,600.

Now in its 14th year, SCULPTURE Bermagui is one of the top five regional flagship events, attracting an audience of thousands from the local community, the NSW South Coast region, Sydney and regional NSW, Melbourne and regional Victoria, Canberra and ACT. Also, travellers from other states and overseas plan their visit to the area during this exhibition.

Advertising and Promotion

SCULPTURE Bermagui is advertised throughout the Bega Valley, Sydney and regional NSW, Melbourne, and regional Victoria, major centres to the north, and of course Canberra and the ACT. It will be advertised via our dedicated website, social media, print, radio and networks throughout the national arts community.

Signage will also be highly visible throughout the local area, with an expanding online and social media presence, to promote the event.

In 2017 SCULPTURE Bermagui acquired a sculpture 'Hot Head' by Shannon Hobbs, which has become our mascot to be placed at various vantage points for periods throughout the region, particularly where large crowds gather. In 2018, the 'Reel Big Fish' by Tobias Bennett was donated to SCULPTURE Bermagui for public display, further enhancing the links with art and the community. While in 2019, the Bermagui

Business Acquisitive Award went to local artist Joy Georgeson's 'Road Kill', now installed in the open garden of the Bermagui Motel.

Audience

Current target audiences are those aged 35-65 years of age – Generation X and Baby Boomers, from mid to higher socio-economic backgrounds: professionals, academics, managers, art lovers, landowners and white collar workers. Target localities for exhibitors and visitors are the Sapphire Coast NSW, Southern NSW, regional NSW, the ACT, the Gippsland region in Victoria and other states of Australia. The aim is to attract audiences and participating artists based overseas.



Where to from here...

There are plans to acquire additional sculptures in coming years and install them throughout the town precinct as a permanent sculpture exhibition and those associated with this ongoing project will have continuing reputational and promotional benefits from it. Furthermore, the town and region will benefit economically and culturally.

In the meantime, our annual exhibition is trending to grow in popularity, size and success in all ways. Your part in this exciting future can be reserved now.

Contact us

To find out more and to discuss this opportunity further, or clarify any items within the proposal, please contact:

Paul Payten - President, SCULPTURE Bermagui

Phone: 0466 013 153 or email president@sculpturebermagui.org.au

or

Mark Stubbings - Sponsorship Coordinator, SCULPTURE Bermagui

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