

WORLD ART COLLECTIONS EXHIBITIONS

SAINSBURY CENTRE
for Visual Arts

Sponsorship opportunity

Care of objects from the collections: a work by Pablo Picasso

There are few, if any, more stimulating environments in the East of England than the Sainsbury Centre for Visual Arts. Its home is a landmark Norman Foster building. Its collections explore world art, 20th-century abstract and constructivist art, and art nouveau. Its visitors – from around the UK and as far away as the US and Japan – come to see exciting exhibitions, to take part in fascinating activities and events, and to broaden their horizons. The Centre is a world-class asset for the city, the county and the region.

Oxygen-free framing is an exciting new technique that enables museums and galleries to display light-sensitive works in brighter light for longer periods. In the presence of oxygen, works on paper such as drawings and watercolours fade when exposed to light, but pioneering work at the Tate Gallery has shown that an oxygen-free environment prevents the chemical process that causes fading. Several important works in the Centre's collections are suited to the new framing method – the first step is a prototype frame enclosure for Pablo Picasso's *Female nude with arms raised*.

Gallery facts:

- the Centre's permanent collections and temporary exhibitions (4 to 6 a year) attract around 65,000 visitors each year
- the Centre's event programmes and educational activities attract around 170,000 users each year
- the Centre attracts audiences of all ages and an increasing social spread; the core audience is resident in greater Norwich and the region
- conservation sponsorship opens up a range of excellent corporate hospitality opportunities in a stylish, modern building set in stunning parkland
- our marketing and press activity for this conservation work will include a short report in our 20-page full-colour seasonal brochure (30,000 copies), feature articles on our website and in our Friends newsletter, information sheet and labelling in the gallery, and press coverage in targeted local, regional and national publications

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Sponsorship benefits

We'll work with you to design a creative, made-to-measure package that fulfils your corporate goals. The range of possible benefits – for one year from the beginning of your sponsorship – includes:

- an acknowledgement and your logo in our seasonal brochure
- recognition on a relevant information sheet and /or object label in the gallery
- a talk about the conservation work and our collection from our senior team for your staff and clients
- free entry to our special exhibitions for your staff
- inclusion in press releases about the conservation activity
- company logo credit on our website and on our supporters wall in the Centre
- invitations to exhibition openings and exhibition dinners
- a free hire of the Conservatory, the Living Area Gallery and/or the Garden restaurant for a dinner or reception
- early information about our exhibitions and events

But these are just examples. In discussions it's likely that we'll come up with many other ideas that will make your sponsorship interesting, fun and effective.

Sponsorship of the development of a prototype oxygen-free frame (for Pablo Picasso's drawing, *Female nude with arms raised*) at the Sainsbury Centre for Visual Arts is priced at £3,000 + VAT. We are also very happy to consider sponsorship in kind.

To discuss this sponsorship opportunity and to be kept informed of future opportunities, contact Sally Goldsmith (01603 592448, s.goldsmith@uea.ac.uk).