

# WORLD ART COLLECTIONS EXHIBITIONS

SAINSBURY CENTRE  
for Visual Arts

## Sponsorship opportunity Public event: First Sundays for families

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.

**First Sundays** are wonderfully popular events. On the first Sunday of each month, there are family activities, storytelling, live music and free newspapers in the Gallery, plus arts activities for children in the Studio with trained artists. The arts activities are themed – anything from T-shirt printing to mask-making inspired by our permanent collection – and on special occasions, such as Christmas and Diwali, so are the music and family activities. We are committed to keeping the ticket price for these events low in order for them to be accessible to families and to making these really special events for the local community, which is where sponsors come in.

### First Sunday facts:

- the Centre's event programmes and educational activities attract thousands of users each year and First Sunday is a core part of the offer to local families
- First Sundays have featured in the Sainsbury Centre's seasonal events programme for 10 years and are hugely popular with local people. Families enjoy a unique mix of artist-led activities and music and the chance to have quality time together
- your sponsorship will enable us to continue to provide and to expand our unique offer. Opportunities range from supporting a particular aspect, such as music or storytelling, to sponsoring an entire season of events or the development of new resources
- sponsorship of First Sundays offers you a unique opportunity to demonstrate your corporate values and commitments, and to fulfil your CSR objectives through giving something back to the community
- the Centre's marketing for First Sundays focuses on our 20-page full-colour seasonal brochure (30,000 copies) sent to our own mailing list and to local arts supporters (and distributed across the region in arts / event racks), together with flyers and e-flyers sent through a variety of distribution channels, our website and, where possible, local press and advertising

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### Sponsorship benefits

We'll work with you to design a creative, made-to-measure package that fulfils your corporate goals and matches the level of your support. The range of possible benefits during your sponsorship includes:

- your branding in our seasonal brochure and on specially produced First Sundays materials
- recognition on reception and studio signage at each event
- a creative workshop for your staff and/or their families at our special corporate rate
- free entry to our special exhibitions for your staff
- acknowledgement in press releases targeted at local press for special occasions such as Christmas
- company logo credit on our website and on our supporters wall in the Centre
- two double invitations to every exhibition opening
- 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 First Sundays at the Sainsbury Centre for Visual Arts is priced at between £400 and £3,000 + VAT, depending on the scale of activity. Sponsoring a storyteller for four weeks, for example, costs £400. Supporting the production of materials by trained artists' costs between £500 and £1,000, and developing a gallery trail or an object-handling table costs from £1,500 to £3,000. 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).