

# WORLD ART COLLECTIONS EXHIBITIONS

SAINSBURY CENTRE  
for Visual Arts

## Sponsorship opportunity Public event: Mini-Studio

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.

**Mini-Studio** offers pre-school children (and parents or carers) a fantastic environment for creative play. In our purpose-built Education Studio and in the galleries, children can engage in activities, led by trained artists that are imaginative, social, collaborative, and lots of fun. This is a perfect opportunity for sponsors who care about non-corporate creativity! The programme is already very successful, but our ambitions include adding activities and working with socially excluded families. We are committed to keeping the ticket price for Mini-Studio low so as many families as possible can take part. Your support will help us realise the Mini-Studio's full potential.

### Mini-Studio facts:

- the Centre's event programmes and educational activities attract thousands of users each year and Mini-Studio is our flagship seasonal series of events for pre-school children
- Mini-Studio began in 2006 and our existing offer books out quickly each season. With your support we would like to create more opportunities for local people to take part, particularly families from socially excluded areas
- sponsorship of Mini-Studio 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
- our current Mini-Studio marketing 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), backed up by flyers and e-flyers sent through a variety of distribution channels. With support, we will develop targeted approaches to reach the socially excluded groups we're seeking to involve.

— 0 —

### 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 Mini-Studio 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
- company logo credit on our website and on our supporters wall in the Centre
- two double invitations to exhibition openings
- 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 Mini-Studio at the Sainsbury Centre for Visual Arts is priced at £300 + VAT for a season, or £900 + VAT for a year. We are also very happy to consider sponsorship in kind, such as help with transport.**

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