



## SPONSORSHIP OPPORTUNITY

Warwick Art Gallery's **Condamine Country Art and Open Studio Trail (CCART)** is returning 6th and 7th November 2021. So is our biennial local artist exhibition and competition renamed **pARTicipate (18 November - 22 December 2021)**



We present you with a promotional opportunity that will potentially reach an audience of 15,000\*

**CCART** and **pARTicipate** combined present an exceptional opportunity for us to support and promote the wealth of artistic talent and creativity on the Southern Downs.



Our local art scene is THRIVING! Practical art workshops that we run are booked out in hours. Art groups are emerging and expanding with locals keen to learn and share their creativity with others. Warwick and surrounding small towns have proven their artistic capabilities with artist run exhibition events and community initiated art activities a constant in the events calendar.

**Let's work together to showcase this robust community passion for arts and culture.**

### WHAT IS **CCART**?

It is the short name for The Condamine Country Art and Open Studio Trail. We want to share our fantastic local artists and collectives with visitors as well as our beautiful towns, big and small, along the way. Our event links with the Granite Belt Art and Craft Trail (GBART) to create two weekends which showcase the awesome creativity of our whole Southern Downs region.

### WHERE IS **CONDAMINE COUNTRY**?

The Condamine Country name encompasses the towns that sit along the upper reaches of the Condamine River. The headwaters of the river rise on the slopes of Mount Superbus, part of the Main Range, before passing through Cambanoora Gorge. The river flows through the towns of Killarney and Warwick before heading west to eventually become the Darling River. Townships that could be featured on our trail in 2021 are Allora, Freestone, Killarney, Leyburn and Warwick.

### WHO CAN ENTER **pARTicipate** ?

**pARTicipate** is a local artist exhibition for any artist from the age of 10 years and above. It gives local artists a platform to exhibit in a professional gallery setting. It also acknowledges and awards excellence and contemporary regional stories.

\*based on estimated visitation plus the reach of social media, print and digital media campaigns.



# SPONSORSHIP

## SPONSORSHIP OPPORTUNITIES AND OUR COMMITMENT TO YOU:

We are conscious that local businesses receive many requests for sponsorship. We believe these two events have the potential to bring a significant number of visitors for the region as well as providing an inexpensive activity for locals to enjoy. Both are key to the recovery of the region post drought, fire, flood and COVID19, in terms of community wellbeing as well as creating economic benefits and assisting with tourism industry recovery. Despite the pandemic influence, our inaugural **CCART** attracted visitors from the Brisbane, Toowoomba and Western Downs regions. We will increase our promotion to those locations and expand into the Scenic Rim, Gold Coast and Northern NSW regions with print and online advertising. Given the current circumstances we will also maintain our level of communication with regions close to the Southern Downs.

## NOT JUST BUSINESSES CAN SPONSOR

Local families can contribute to the community's cultural growth along side our businesses. It can be a very rewarding experience to support emerging artists. It will create a lasting relationship with the artists you get to know and years of interest as you follow their journey. Information about individual sponsorship (Monet Sponsor Level) is included in the table below, however, you can also talk directly to our Director, Karina Devine, if you have alternative ideas.

	Da Vinci Sponsor Level	Picasso Sponsor Level	Van Gogh Sponsor Level	Warhol Sponsor Level	Monet Sponsor Level*
<b>Warwick Art Gallery will provide</b>					
pARTicipate section/special award naming rights (or other naming right by negotiation)					
Logo recognition in printed material including pARTicipate entry forms, invitations, catalogues and CCART brochure					
Business/family name recognition in printed material including pARTicipate entry forms, invitations, catalogues and CCART brochure					
Verbal recognition at official festival events					
Written recognition in media releases with media statement opportunities					
Recognition through social media channels - Warwick Art Gallery and CCART					
Logo placement on pARTicipate exhibition signage and at CCART venues.					
Business/family name listing on pARTicipate exhibition signage and CCART brochure					
Opportunity to speak at the pARTicipate opening event and CCART Arts Dinner					
Professional photograph with winner of supported prize in digital format for sharing on social media, website and media release					
Business Logo placement on certificates					
Business/family name placement on certificates.					
Guided tour, with wine and cheese, of the exhibition by the Galley Director for your key stakeholders and staff					
Click through acknowledgement on CCART website and WAG website					
Two Complimentary tickets to the CCART Arts Dinner					
	<b>\$2000</b>	<b>\$1000</b>	<b>\$500</b>	<b>\$200</b>	<b>\$100</b>
*For pARTicipate only					

