



## Warwick Art Gallery's **Condamine Country Art and Open Studio Trail (CCART)** is returning 5th and 6th November 2022.



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

The success of our previous two CCARTs in 2020 and 2021 has established the reputation of the event to attract out of region visitors. Feedback gathered from attendees and participants from these years have also identified that these visitors are spending money on accommodation and meals enjoying the region for a couple of days. This arts driven economic impact builds community pride and activates artists to feel positive about their contribution to the prosperity of the Region.

The arts has played an important role in shaping our identity with three of our local arts organisations celebrating milestone years in the near future: Warwick Spinners and Weavers (50 years in 2022), Warwick Artists Group (60 years in 2022) and Warwick Potters Association (50 years in 2023). Despite achieving these milestone events, and fostering the accomplishments of many local artists, Warwick doesn't often celebrate its artistic achievements. We hope that CCART builds community awareness and pride in our artists.

### 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 Camanoora 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.

***"At its core, CCART is about creating connections between the community and the artists who call the Southern Downs their home. The conversations and sharing of ideas and spaces creates opportunities for participants to build connections with like minded individuals. These connections will foster a sense of belonging and participation in enhancing the prosperity of the Region."***

Karina Devine, Warwick Art Gallery Director

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

## Key Outcomes

*Creative Tourism:* providing opportunities for artists to engage with a new audience and attracting visitors to the region.

*Partnerships:* Developing partnerships within the Southern Downs region. Cross promotion with the Granite Belt Art and Craft Trail which takes place on alternate years to CCART.

*Building Community Capacity:* To provide opportunities and support for emerging, mid career and professional artists within the region. Encouraging artists to confidently communicate with others the nuances and methodology of their practice will enable them to pursue other professional activities. Encourage artists to pursue other professional activities such as having a solo exhibition, presenting talks and workshops.

*Promotion:* Increase audience and network through a sponsored campaign on social media and in print/digital media capitalising on the "meandering through the countryside" theme.



*Increasing Community Engagement in the arts:*

Both events offer a variety of experiences to suit all levels of sophistication in appreciation and understanding of the arts. If a handful of visitors begin their own art journey as a result of their gallery experience, our projects are a success.

*Region's Vision:* The goals of CCART align with the "GROW" and "PROSPER" themes in SDRC's Shaping Southern Downs vision document. We give artists the opportunity to participate in a well promoted tourism product which celebrates the livability and future thinking of the Region.

## Sponsorship

Sponsorship Opportunities and our commitment to you:

We are conscious that local businesses receive many requests for sponsorship. We believe this event has the potential to bring a significant number of visitors for the region as well as providing an inexpensive activity for locals to enjoy. Cultural Tourism is 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 first two CCARTs attracted visitors from the Brisbane, Toowoomba, Sunshine Coast 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.

### 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 artists and the arts. 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.

Warwick Art Gallery will provide	Da Vinci Sponsor Level	Picasso Sponsor Level	Van Gogh Sponsor Level	Warhol Sponsor Level	Monet Sponsor Level
Logo recognition in printed material including invitations, maps and the CCART brochure					
Business/family name recognition in printed material including invitations, maps and the CCART brochure					
Verbal recognition at official CCART events					
Written recognition in media releases with media statement opportunities					
Recognition through social media channels - Warwick Art Gallery and CCART					
Logo placement on signage at CCART venues.					
Business/family name listing on signage at CCART venues					
Opportunity to speak at the CCART Arts Dinner					
Professional photographs at the CCART Dinner with winner of supported prize in digital format for sharing on social media, website and media release					
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>

## NEW INITIATIVES FOR CCART (5 & 6 NOVEMBER)

- An "Arts Dinner" on the weekend of **CCART**. Our two *Warwick Art Gallery Arts Dinners* in June and November last year were delightful. A combination of interesting conversation, visual art, live music and a three course meal. We plan to present something similar as a additional event in the **CCART** program. **Date: Saturday 5 November and sponsors receive the first invitations**
- A pop up studio/market style event on Sunday 6 November in the Warwick Art Gallery Garden Precinct
- Special guest artist Annette Raff from the Gold Coast will teach a watercolour workshop at **Glengallan Homestead** and demonstrate her technique in the Warwick Art Gallery Studio.
- Mostly new studios and collectives on the Trail in 2022 including venues in **Freestone** and **Yangan** plus more.
- We have successfully applied for a **Regional Arts Development Grant** which will employ our guest artist Annette Raff and also the costs of printing the brochure, signage and out of region advertising.

For information or to accept one of our sponsorship offers, please contact Gallery Director Karina Devine

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