



**HOUSE BIENNIAL**

# Corporate Sponsorship



**HOUSE**

Laura Ford: 'Silent 'Days of Judgement', 2012-2015, Bronze (at Strawberry Hill, 2016) - photo courtesy Gautier Deblonde



**HOUSE Biennial is a curated contemporary visual arts event, taking place biennially in October across Brighton and Hove. HOUSE produces a series of commissions, often in collaboration with other city visual arts partners, and invites an internationally respected artist both to produce a major new piece of work and develop a festival theme.**

2017 is a year of new ventures and exciting change for HOUSE, moving this year from the city's 'festival month' of May to October, where it will become a dedicated citywide visual arts biennial. The first edition is planned for October 2017, supported by Arts Council England and Brighton and Hove City Council.

HOUSE was first conceived in 2008 to provide a commissioning platform for contemporary visual artists and to promote a wider public engagement with contemporary visual arts in the city of Brighton and Hove. Festivals have taken place, with lead artists including:

- Yinka Shonibare MBE
- Gillian Wearing
- David Batchelor
- Nathan Coley

HOUSE Biennial 2017's lead artist:

Our lead artist for 2017 is Laura Ford, who has exhibited widely across the UK, Europe and the USA. Ford is an established British artist who works across a range of media from bronze sculpture through painting, drawing, ceramics, sewing and modelling in wax and clay.

Ford is producing a new commission in the form of a series of new works for presentation at Brighton Museum & Art Gallery. Large-scale sculptural works will be made for one of the main exhibition spaces while smaller works will be placed amongst the Museum's collection and at associated HOUSE 2017 venues across the city. For this new commission, Ford has chosen to take her inspiration from the Royal Pavilion's satirical cartoons from the Regency period, as well as imagery and figures found in the Willet's ceramic collection at Brighton Museum & Art Gallery and Royal Pavilion.

**The festival will run from 1 October – 5 November 2017.**

HOUSE will collaborate with a range of partners throughout the city and region to commission new work from established and emerging artists that will be shown across Brighton and Hove. For 2017 HOUSE builds on its partnership with Outside In, co-commissioning an artist facing barriers to the art world due to health, disability or social circumstances. A mid-career artist will be co-commissioned by HOUSE and Photoworks to produce new work with a lens based aspect (Photoworks is one of the leading photography agencies in the UK and who are based in Brighton). Additionally, HOUSE and University of Brighton will offer a new co-commissioning opportunity to a recent graduate of the university.

The biennial will also develop a community project, in partnership with Photoworks, with the Brighton Table Tennis Club and the Hummingbird Project working with their communities of young people from traveller and refugee groups in Sussex.

**In 2016 we welcomed to HOUSE Festival:**

**26,000** exhibition visitors

**250** private view attendees

Online we are pleased to welcome:

**1,644** Twitter followers

**1,000** subscribers to the e-bulletin

**651** Facebook followers

**500** Instagram fans

**350** e-invitees to private views including stakeholders, artists, high net individuals and businesses in the county

**2mins 18sec** average time spent on our website

Our e-news is opened by between **40 and 60%** of our mailing list

**In print:**

**21,000** Flyers, brochures and posters across the city of Brighton & Hove and the surrounding area.

HOUSE will also invite associate partner projects from other visual arts organisations in the city including Fabrica, ONCA, Lighthouse, Ditchling Museum and Carousel who may also be able to share your messaging.



Laura Ford: 'Punch and Judy', 2016, Steel, jesmonite and fabric - photo courtesy Perren Street studios

## Why should I get involved?

HOUSE delivers outstanding contemporary visual art, working with partners throughout the city and region. HOUSE will continue to offer biennial commissioning opportunities to established, emerging and currently excluded from the mainstream artists, as well as partnering local community organisations through its creative community programme.

The profile of the festival has grown steadily since inception, with HOUSE 2016 attracting a total of 26,165 visitors, from Brighton, London and the South East as well as those from further afield, including Europe and the USA. Visitors comprise a wide-ranging age group and include those working in the arts and community fields but also education, international organisations, Sussex businesses and more. Our audiences include high net individuals and those working in the corporate sector.

The festival has been covered to date on BBC Newsnight, in the Guardian, Observer, Frieze, BBC Radio 4, BBC Front Row and more.

*"Art like this adds a bit of sanity and poetry to modern life. It is redemptive, joyous, liberating"* The Guardian, 2016

*"Top exhibitions to see this month"* Christies Magazine 2016

*"Critical thinking and reflectivity"* The Arts Desk, 2015

*"A big deal for visual arts in Brighton"* A-N Magazine, 2016

*"Unifying and connecting"* 2016 visitor

## How can I get involved?

HOUSE relies on supporters at all levels to make our event happen. We are grateful for support of all kinds, believing that bringing high quality visual arts to the city through our inclusive and thought provoking festival is important.

Corporate sponsors can benefit from a wide range of opportunities. We are open to creative partnerships of all kinds, with tailored options available by contacting [nicolajeffspr@gmail.com](mailto:nicolajeffspr@gmail.com)

# Headline Sponsor

**£10,000**

HOUSE offers a unique opportunity for a HOUSE Biennial 2017 Headline sponsor, sponsoring all aspects of the festival and recognized accordingly.

As a HOUSE Biennial Headline Sponsor, you will receive:

- Exclusive use of the title: 'HOUSE Biennial Headline Sponsor' across all branded materials city wide.
- An exclusive, limited edition, Laura Ford print/artwork.
- The offer of special tours for your clients with our Directors.
- The offer to make an opening speech at the HOUSE launch to 250 Sussex arts and business stakeholders and high net individuals.
- Branded materials for your work place to advertise sponsorship.
- Your logo with the title of 'HOUSE Biennial Headline Sponsor' on:
  - on HOUSE signage at all HOUSE venues throughout the city
  - in HOUSE email newsletters throughout 2017 festival run
- The chance to advertise in our HOUSE newsletters throughout 2017 to 1,000 viewers.
- Mentions in press materials where possible and sponsors press release issued on your behalf to our press lists about your involvement.
- Blog feature on our website about your sponsorship.
- Verbal thank you at all private views and stakeholder events.
- The chance to be the only sponsor from your industry.
- A full page (A4) advertisement in the HOUSE Biennial brochure, worth £1,500.
- Invitations to all HOUSE Biennial previews for you and your guests.
- Tickets for all other events for you and 10 guests including films, talks and debates.
- Social media exposure via HOUSE Facebook and Twitter feeds which have the combined reach of 2K with a reach of 500 – 1k per post.
- Inclusion on all press releases as headline sponsor.
- Opportunities to provide your own branded marketing materials at our events, visitor service areas, press desks, including our local and national media tour.
- HOUSE Biennial tote bags for you and your team.



Laura Ford at work in her studio – photo courtesy the artist





Nathan Coley: You Imagine What You Desire, at St Nicholas' Church, HOUSE 2015



Yinka Shonibare MBE: The British Library (detail), at Brighton Museum and Art Gallery, HOUSE 2014

## Major Sponsor

**£5,000**

HOUSE 2017 offers Main Sponsors' opportunities to support a single artist commissions for the festival. This could be for the commission for a recent graduate (in partnership with University of Brighton) a mid-career artist (in partnership with Photoworks) or a marginalized artist (in partnership with Outside In).

As a HOUSE Biennial Major Sponsor, you will receive:

- Use of the title: 'HOUSE Biennial Major Sponsor'
- Your logo with the title of 'HOUSE Biennial Major Sponsor' on:
  - the sponsors' page of the HOUSE brochure (print run 20,000)
  - the relevant project pages of the HOUSE Biennial brochure
  - the sponsors' page of the HOUSE website (with link to your website)
  - on HOUSE signage at all HOUSE venues throughout the city
  - in HOUSE email newsletters throughout 2017 festival run
- Branded materials to advertise sponsorship digitally.
- A half page (A4) advertisement in the HOUSE 2016 brochure, worth £900.
- Invitations to all HOUSE 2016 previews for you and your guests.
- A personal tour of all HOUSE 2016 commissions from our curatorial team for you and 5 guests.
- Tickets to all events for you and 5 guests, including films, debates and discussions.
- The chance to offer your services/special promotions direct to the HOUSE 2016 mailing list of 2k
- Social media exposure via HOUSE Facebook and Twitter feeds which have the combined reach of 2K with a reach of 500 – 1k per post.
- Inclusion on all press releases related to the event.
- Branded materials to advertise your sponsorship digitally.
- Opportunities to host your own selected branded marketing materials at our events, visitor service areas, press desks including our local and national media tour.
- HOUSE Biennial tote bags.



# Community Programme Sponsor

**£2,500**

HOUSE 2017 offers exclusive opportunities to sponsor our community project and programme of related festival events. This includes our project working with young traveller and refugee groups, a series of artist talks and our film programme produced in partnership with Carousel, offering opportunities to artists and film makers currently excluded from the mainstream.

As a HOUSE Biennial Programme Sponsor, you will receive:

- Use of the title: 'HOUSE Biennial Programme Sponsor'
- Your logo with the title of 'HOUSE Biennial Programme Sponsor' on:
  - the sponsors' page of the HOUSE Biennial brochure (print run 20,000)
  - the sponsors' page of the HOUSE Biennial website with link to your own
- A quarter page (A4) advertisement in the HOUSE Biennial brochure, value £650 and inclusion on branded materials in HOUSE exhibition spaces.
- Invitations to all HOUSE Biennial previews for you and 5 friends.
- A personal tour of all HOUSE 2017 commissions with a member of the HOUSE team.
- The chance to offer your services/special promotions direct to the HOUSE newsletter e-mailing list of 1k.
- Social media exposure via HOUSE Facebook and Twitter feeds which have the combined reach of 2K with a reach of 500 – 1k per post.
- Inclusion on all press materials related to the event. It is expected that media around this event will be community focused and regional, so a great opportunity for those in Sussex to reach a community engaged and local audience.
- Branded materials to advertise your sponsorship digitally.
- HOUSE Biennial tote bags.



Thompson Hall at The Regency Town House, HOUSE 2016



Children's Laureate Chris Riddell, working with families at Jubilee Library, HOUSE 2016

## Sponsor

**£1,000**

As a HOUSE Biennial Sponsor, you will receive:

- Use of the title: 'HOUSE 2017 Sponsor'
- Your logo with the title of 'HOUSE 2017 Events Sponsor' on:
  - the sponsors' page of the HOUSE 2016 brochure (print run 20,000)
  - at all venues where the events take place
  - the sponsors' page of the HOUSE 2016 website
- A quarter page (A5) advertisement in the HOUSE 2016 brochure, value £450
- Invitations to all HOUSE 2017 previews
- A personal tour of all HOUSE 2017 commissions with HOUSE team with other sponsors.
- The chance to offer your services/special promotions direct to the HOUSE 2016 e-mailing list of 1k.
- Social media exposure via HOUSE Facebook and Twitter feeds which have the combined reach of 2K with a reach of 500 – 1k per post.
- Inclusion on all press releases related to the event.
- Branded materials to advertise your sponsorship digitally.
- HOUSE Biennial tote bags.

## Supporter

**£500**

For individuals or organisations. Supporters enable us to continue to develop HOUSE and to commission work from local and international artists.

As a HOUSE 2017 Supporter, you will receive:

- Use of the title: 'HOUSE 2017 Supporter'
- Your logo with the title of 'HOUSE Biennial Supporter' on:
  - the sponsors' page of the HOUSE Biennial brochure (print run 20,000)
  - the sponsors' page of the HOUSE 2017 website with link to your own
- A 1/8-page (A6) advertisement in the HOUSE 2017 brochure, value £225
- Invitations to all HOUSE 2017 previews for you and a guest.
- Social media exposure via HOUSE Facebook and Twitter feeds which have the combined reach of 2K with a reach of 500 – 1k per post.
- Inclusion on all press materials related to the event.
- Branded materials to advertise your sponsorship digitally.
- HOUSE Biennial tote bags.
- The chance to book early bird tickets for our events and attend a special 'Supporters and Friends' event during the festival with one of our artists.



Laura Ford: 'Silent Howler II', 2016, Bronze (at Grizedale, 2016) - photo courtesy Perren Street studios