

MASTERWORKS

ART EXHIBITION IN THE VINES

ELTHAM College invites you to be a part of MASTERWORKS 2018

SPONSORSHIP PROSPECTUS

MASTERWORKS is a community wide event organised by the ELTHAM College Community Association (ECCA). The invitational art exhibition is a showcase of creativity, where celebrated artists have the opportunity to exhibit and sell their work. Over the past sixteen years it has achieved a reputation as an exceptional art show, while also raising funds for the College.

MASTERWORKS is one of ELTHAM College's premier social and fundraising events. It provides an attractive promotional opportunity for organisations and individuals wishing to reach a diverse range of potential clients, including parents, students, families and visitors from the regional and artistic community throughout Melbourne.

The Opening Night event sees VIP guests from Local Government, corporate sectors, Melbourne artistic and College community, with additional visitors attending throughout the course of the two week exhibition. In addition, promotions to the ELTHAM College community reach over 800 current families, with an online presence and potential to reach thousands more through our alumni network.

Through collaborative sponsorship of this highly regarded event, unique marketing opportunities are available to expose your brand to ELTHAM College and the wider community. There are a number of great opportunities to network with patrons and promote your brand to a captive audience throughout the exhibition.

MASTERWORKS provides a high quality forum for the enjoyment and appreciation of visual arts. Your participation and support of this event provides a model confirming art as an essential part of our living and working worlds.

You are invited to take advantage of the opportunities offered by being associated with this event, with the following levels of sponsorship on offer.

CONTACT

To register your interest or for further information regarding sponsorship opportunities, contact:

Simone Houlihan
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0419 353 947

ECCA
Parents Supporting ELTHAM

ELTHAM
COLLEGE

SPONSORSHIP PACKAGES

PLATINUM SPONSOR: PEOPLE'S CHOICE AWARD - \$3,500

This sponsorship package is limited to ONE sponsor

This award will involve all attendees at the Opening Night event voting for their favourite work of art.

Each guest will be given a voting slip with the sponsor logo prominently displayed, allowing for business promotion and potential to obtain contact details of interested guests. The sponsor will have the opportunity to speak on presenting the winner with a \$500 cash award.

Package includes:

- Naming rights for People's Choice Award
- Logo prominently displayed on Award Voting Slip with opportunity to promote business to all attendees and potential to obtain contact details of interested guests.
- Presentation of award to winner and opportunity to speak at Opening Night event
- Logo prominently displayed on all exhibition promotional material and posters
- Logo prominently displayed on inside cover of catalogue
- Full page feature advertisement in exhibition catalogue
- Logo prominently displayed in any external advertising
- Opportunity to display promotional material during exhibition
- Logo prominently displayed on the MASTERWORKS page of the ELTHAM College website
- Complimentary tickets for two to the Opening Night event

GOLD SPONSOR: BEST IN SHOW ART AWARD - \$2,500

This sponsorship package is limited to ONE sponsor

The artist awarded with this \$1,000 cash prize will be selected by a panel of three representatives from the artistic community. The sponsor will have the opportunity to speak on presentation of the award.

Package includes:

- Naming rights for Best In Show Art Award
- Presentation of award to winner and the opportunity to speak at Opening Night event
- Opportunity to display promotional material during exhibition
- Half page feature advertisement in catalogue
- Logo prominently displayed on all exhibition promotional material and posters
- Logo prominently displayed on inside cover of catalogue
- Logo prominently displayed in any external advertising
- Logo displayed on the MASTERWORKS page of the ELTHAM College website
- Complimentary tickets for two to the Opening Night event

SILVER SPONSOR - \$1,500

Package includes:

- Opportunity to display promotional material during exhibition
- Quarter page feature advertisement in catalogue
- Size 2 logo displayed on all exhibition promotional material and posters
- Size 2 logo displayed on inside cover of catalogue
- Size 2 logo displayed in any external advertising
- Logo displayed on the MASTERWORKS page of the ELTHAM College website
- Complimentary tickets for two to the Opening Night event

BRONZE SPONSOR - \$500

Package includes:

- Opportunity to display promotional material during exhibition
- Size 3 logo displayed on all exhibition promotional material and posters
- Size 3 logo displayed on inside cover of catalogue
- Size 3 logo displayed in any external advertising
- Acknowledgement and details in the exhibition catalogue and on the MASTERWORKS page of the ELTHAM College website

LOGO SIZING

The sponsorship outline above refers to the following logo sizes, or variations of the same area, on catalogue covers and A4 posters. Invitations, print media advertisements and larger advertising boards will *all be sized proportionately*.

