

# WORLD ART COLLECTIONS EXHIBITIONS

SAINSBURY CENTRE  
for Visual Arts

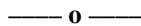
## Sponsorship opportunity Education project: Culture of the Countryside

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.

**Culture of the Countryside** is an exciting new three-year outreach project during which we are working with schools and community organisations in Norfolk and Suffolk and reaching people in rural communities throughout the region. We're using ritual and ceremonial objects (made in rural locations around the world, and now part of the Sainsbury Centre's handling collections) as a starting point for discussion, learning and creative, arts-based activities about localities, customs and cultures. We aim to help people develop new perspectives on their own culture and increase their awareness of the value of their local heritage and how it fits into a global context.

### Culture of the Countryside facts:

- the Centre is building on the success of its flagship outreach project, On Tour, in 2005. Our team of experienced education professionals, artists and volunteers are delivering the project in collaboration with regional organisations. You may wish to join us throughout or for particular activities
- your sponsorship will enable us to enhance what we can offer, giving people special experiences and skills. Opportunities include supporting a community exhibition, a visit from an artist or additional activities, and helping us develop permanent resources
- sponsorship of Culture of the Countryside 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 marketing and press outlets for Culture of the Countryside include brochures, leaflets, flyers, our website, a new Culture of the Countryside website, community-based exhibitions, and press and advertising activity. We will distribute materials, as appropriate, to the communities we work in, to schools, to local, regional and national stakeholders, and to the press



### 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 all project-related print, inclusion in project-related press releases, recognition on the Culture of the Countryside website (under development), and visibility at all project-related exhibitions across Norfolk and Suffolk
- opportunities for your staff to volunteer for the project or to observe as guests
- a talk about the project and our activities for your staff and clients from our senior team
- free entry for your staff and their families to our special exhibitions
- your company logo credit on the Sainsbury Centre website and on the supporters wall at the Centre
- two double invitations to each project event, launch or celebration, and 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 Culture of the Countryside project at the Sainsbury Centre for Visual Arts is priced at between £500 and £10,000 + VAT, depending on the scale of activity. Supporting a visit by an artist and an environmentalist, for example, costs around £500. Creating a permanent local exhibition costs from £3,000 to £5,000, and the provision of permanent resources for a school or community up to £10,000. We are also very happy to consider sponsorship in kind.**

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