

## Special 40th Anniversary Sponsorship Offer

This year sees the 40th Anniversary of Artists Open Houses (AOH). The movement began in 1982, when Brighton artist Ned Hoskins opened his front door, inviting the public inside to view his own and his friends' artwork. Over the intervening 40 years, the Artists Open Houses has evolved to be not only the original, but the largest, most respected event of its kind, now emulated around the country and abroad. From its roots in the Fiveways area of Brighton, the AOH festival now encompasses the entire city, reaching out to the surrounding countryside. While many of its regular exhibitors are established artists and makers with national reputations, it is also an inclusive festival, embracing the entire community. School and university students, learning disabled and neurodiverse artists, as well as artists often marginalised from the artworld mainstream through a variety of other issues are all welcomed.

For the 40th Anniversary, we celebrate Ned Hoskins, founder of the Open Houses movement, through a connected series of special anniversary exhibitions at Brunswick Square's The Regency Town House, Town House Basement, a marquee sited on the edge of the Downs and events in Jubilee Square. The theme for the exhibitions, *Towards the Light*, is taken from a title of one of Ned's paintings and reflects his concerns with nature and the natural world.

Alongside examples of Ned's own work, exhibitions will include: work by original members of the Open House trail with an accompanying oral-history video programme, where artists tell their stories of the movement's origins; work by current AOH artists at all life and career stages, including school students and residents of a seniors' centre; young and emerging artists and students of the University of Brighton's Fine Art Sculpture faculty. Up on the Downs, a project led by learning disabled and neurodiverse artists will explore the natural world through 'kaleidoscopic iPhones', looking towards the light.

We offer a unique opportunity to sponsor these special exhibitions celebrating our 40th year.



James Pike

Ned Hoskins (on the right) talking with visitors to his Open House in May 2007



Syl Oralla

Visitors to 'Below Stairs at N°10' in June 2021

## Special 40th Anniversary Sponsor £5,000

Artists Open Houses offers one exclusive opportunity to be the Special 40th Anniversary Sponsor of the Artists Open Houses May 2022 festival.

As Special 40th Anniversary Sponsor, you will receive:

- Exclusive use of 'AOH Special 40th Anniversary Sponsor' title
- Your name/logo with the title of 'AOH Special 40th Anniversary Sponsor' will appear:
  - At all 40th Anniversary exhibitions venues: Regency Town House, Basement, Devil's Dyke Farm Marquee on: exhibition panels, banner, and related print and digital marketing
  - On the front cover of the AOH May festival brochure (print run 50,000)
  - On the front of the AOH May festival leaflet/map (print run 50,000)
  - In AOH e-newsletters throughout 2022
  - On other AOH printed marketing as appropriate, e.g. lamppost sleeves, posters
- A full page, full colour advertisement in the AOH
- May festival brochure (value £795)
- Your logo/link on the home page of the AOH website for 12 months (63k specific page hits since May 2021)
- Chance to offer your services/special promotions direct to our mailing list and other digital audiences via:
  - AOH newsletters (10k subscribers), Facebook posts (4.7k followers), Twitter (11.5k followers), Instagram (10k followers)
  - Invitations to launches, and networking events
- Use of AOH logo for 2022

