

## Sponsorship Opportunities 2021

The Artists Open Houses (AOH) festival is the original and largest event of its kind in the country, continuing to go from strength to strength. It is now an established major player in the Brighton and Hove festival season, running in parallel with Brighton Fringe from late May to late June. Up to 200 venues participate, exhibiting the work of more than 1,000 artists and makers. In May 2019 there were over 400,000 Open House visits, to Open Houses spread throughout the city and the Downs beyond. Artists include respected and established names as well as exciting new and emerging talent, showing work ranging from textiles, ceramics and jewellery, to painting, sculpture, photography, video and installation.

The support of our sponsors plays a vital part in keeping entry fees for participating artists as low as possible, allowing young artists to develop their careers and for AOH to continue to encourage and support the inclusion of school and college students, marginalised artists and artists with disabilities.

[www.aoh.org.uk](http://www.aoh.org.uk)

27 Park Crescent Terrace: I C IMAGE ([www.icimage.me](http://www.icimage.me))



The Dog Show: I C IMAGE ([www.icimage.me](http://www.icimage.me))

**“ I love the diversity from very light hearted to serious soul searching art. ”**

*Open House Visitor*

## Headline Sponsor £10,000



Kate Sherman: I C IMAGE (www.icimage.me)

“[There is] a feeling of being part of a consolidated organisation, open to the community which adds a lot of value to the festival. AOH is an organisation to be proud of.”

AOH artist

Artists Open Houses offers **one** exclusive opportunity to be the Headline Sponsor of the Artists Open Houses summer festival 2021.

As Headline Sponsor, you will receive:

- Exclusive use of 'Headline Festival Sponsor 2021' title
- Your name/logo with the title of 'Headline Sponsor':
  - On the front cover of the AOH summer festival brochure (print run 50,000)
  - On the front of the AOH summer festival leaflet/map (print run 50,000)
  - In the AOH Christmas festival brochure (print run 25,000)
  - In AOH newsletters emailed throughout 2021
  - On other AOH printed marketing as appropriate, e.g. lamppost sleeves
- A full page, full colour advertisement in the AOH summer festival brochure (value £795)
- A full page, full colour advertisement in the AOH Christmas festival brochure (value £445)
- Your logo/link on the home page of the AOH website for 12 months (305,000 pageviews Dec 2020)
- Chance to offer your services/special promotions direct to our mailing list and other digital audiences: AOH newsletters (4500 to visitors, 3,500 to artists), Facebook posts (4,500 followers), Twitter (11,300 followers) and Instagram (7,300)
- Use of AOH logo for 2021
- Invitations to launches, and networking events
- The opportunity to have a promotional presence at selected AOH events.

AOH launch party, The Old Market : I C IMAGE (www.icimage.me)



BMECP: Gil Doran

## Official Sponsor £5,000

AOH offers three opportunities to be an Official Sponsor. Packages are bespoke and designed around your specific business requirements.

As an Official Sponsor of Artists Open Houses, you will also receive:

- Your name/logo:
  - On the inside cover of the AOH summer festival brochure (print run 50,000)
  - In the AOH Christmas festival brochure (print run 25,000)
  - In AOH email newsletters throughout 2021
- A full page full colour advertisement in the AOH summer festival brochure (value £795)
- A half page full colour advertisement in the AOH Christmas festival brochure (value £345)
- Your logo/link on the home page of the AOH website for 12 months (305,000 pageviews Dec 2020)
- Chance to offer your services/special promotions direct to our mailing list and other digital audiences: AOH newsletters (4500 to visitors, 3,500 to artists), Facebook posts (4,500 followers), Twitter (11,300 followers) and Instagram (7,300)
- Invitations to receptions and networking
- Plus the opportunity to sponsor a specific area of the Festival that relates to your business.

**“Friendly and a high standard of art and craft. The artists are on hand to explain their work and share the pleasures of making art work. ”**

*Open House Visitor*

Gallery City Retreat: Martina Bellotto



Kate Sherman: I C IMAGE (www.icimage.me)

## Bursaries £1,500

AOH offers five Bursary opportunities, each associated with a specific AOH festival project. These include projects with organisations working with artists with learning disabilities and/or mental health issues; organisations working with homeless and vulnerably housed artists and/or those in recovery from drug and alcohol issues; young and emerging artists. Bursaries will help to cover costs of art materials, framing and any other costs incurred by these artists for participation in the festival.

Organisations taking part in our festivals include: Grace Eyre, Carousel, Preston Park Recovery Centre, William Collier House, Creative Future, JustLife Creative, YMCA and city churches including St Luke's, Prestonville – as well as many local primary, secondary and special needs schools and the University of Brighton.

As an Artists Open Houses Bursary Sponsor, you will also receive:

- Your name/logo:
  - On the inside cover of the AOH summer festival brochure (print run 50,000)
  - In the AOH Christmas festival brochure (print run 25,000)
  - In AOH newsletters emailed throughout 2021
- A half-page full colour advertisement in the AOH summer festival brochure (value £345)



Zorenah and Painting, Preston Park Recovery Centre: PPRC

- A quarter page full colour advertisement in the AOH Christmas festival brochure (value £195)
- Your logo/link on the home page of the AOH website for 12 months (305,000 pageviews Dec 2020)
- Chance to offer your services/special promotions direct to our mailing list and other digital audiences: AOH newsletters (4500 to visitors, 3,500 to artists), Facebook posts (4,500 followers), Twitter (11,300 followers) and Instagram (7,300)
- Invitations to launches and networking events.

**“It’s very important. It shows people what we as artists can do. If people didn’t visit, they wouldn’t know what we were able to do.”**

*Open House Artist*



*A student at Varndean School: VS*

## Sponsor £1,000

As a Sponsor of Artists Open Houses, you will receive:

- Your name/logo:
  - On the inside cover of the AOH summer festival brochure (print run 50,000)
  - In the AOH Christmas festival brochure (print run 25,000)
  - In AOH newsletters emailed throughout 2021
- A quarter page full colour advertisement in the AOH summer festival brochure (value £225)
- A quarter page full colour advertisement in the AOH Christmas festival brochure (value £195)
- Your logo/link on the home page of the AOH website for 12 months (305,000 pageviews Dec 2020)
- Chance to offer your services/special promotions direct to our mailing list and other digital audiences: AOH newsletters (4500 to visitors, 3,500 to artists), Facebook posts (4,500 followers), Twitter (11,300 followers) and Instagram (7,300)
- Invitations to launches and networking events.

Emily Boo & Friends @44: I C IMAGE ([www.icimage.me](http://www.icimage.me))



Red Brick House: I C IMAGE ([www.icimage.me](http://www.icimage.me))

**“Such a welcoming, communal environment. Made me want to sign up and get involved.”**

*Open House Visitor*