

Artists Open Houses

2023 Sponsorship Opportunities

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

Open House Visitor

Artists Open Houses

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 Festival and Fringe during the month of May.

There are 400,000 Open House visits during May with up to 200 participating venues, exhibiting the work of over 1,000 artists and makers, in Open Houses spread throughout the city, the along the coast, out to the Downs and 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.

In addition to the sponsorship packages outlined below, we also offer bespoke opportunities for drinks sponsors and sponsors of specific events and tours which we would be very happy to discuss with you.



77 Marine Parade: Syl Ojala



Debbie Lawrence: Syl Ojala

Headline Sponsor £10,000



Becky Blair and friends: Syl Ojalla

“[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 2023.

As Headline Sponsor, you will receive:

- Exclusive use of 'Headline Festival Sponsor 2023' title
- Your name/logo with the title of 'Headline Sponsor':
 - On the front cover of the AOH summer festival brochure (print run 40,000)
 - On the front of the AOH summer festival leaflet/map (print run 40,000)
 - In the AOH Christmas festival brochure (print run 20,000)
 - In AOH newsletters emailed throughout 2023
 - 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 £645)
- Your logo/link on the home page of the AOH website for 12 months (180,000 pageviews May 2022)
- 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 (5,000 followers), Twitter (11,700 followers) and Instagram (11,200)
- Use of AOH logo for 2023
- Invitations to launches, and networking events
- The opportunity to have a promotional presence at selected AOH events.

AOH event, The Old Market : Syl Ojalla



Faye Bridgewater: Syl Ojallah

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 40,000)
 - In the AOH Christmas festival brochure (print run 20,000)
 - In AOH email newsletters throughout 2023
- 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 £350)
- Your logo/link on the home page of the AOH website for 12 months (180,000 pageviews May 2022)
- 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 (5,000 followers), Twitter (11,700 followers) and Instagram (11,200)
- 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

Maria Kuipers: Syl Ojala



Encounters: Syl Ojala

Bursaries

£2,000

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 40,000)
 - In the AOH Christmas festival brochure (print run 20,000)
 - In AOH newsletters emailed throughout 2023
- A half-page full colour advertisement in the AOH summer festival brochure (value £495)



Louise Ward Morris (Total Parts 0.1), Towards the Light, The Regency Town House Basement: Syl Ojala

- A quarter page full colour advertisement in the AOH Christmas festival brochure (value £250)
- Your logo/link on the home page of the AOH website for 12 months (180,000 pageviews May 2022)
- 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 (5,000 followers), Twitter (11,700 followers) and Instagram (11,200)
- 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 £1,500

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 40,000)
 - In the AOH Christmas festival brochure (print run 20,000)
 - In AOH newsletters emailed throughout 2023
- A quarter page full colour advertisement in the AOH summer festival brochure (value £295)
- A quarter page full colour advertisement in the AOH Christmas festival brochure (value £250)
- Your logo/link on the home page of the AOH website for 12 months (180,000 pageviews May 2022)
- 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 (4,700 followers), Twitter (11,500 followers) and Instagram (9,600)
- Invitations to launches and networking events.



57: Syl Ojalla



JoMo: Syl Ojalla

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

Open House Visitor