



**KING'S**  
*The Friends*

# Sponsorship proposal for the 2021 King's College Art Exhibition



## Background

One of the highlights of the King's College and the King's College Friends Association event calendar is the annual King's College Art Exhibition.

The Art Exhibition features works from more than 200 of New Zealand's most prestigious artists, as well as exciting new names and some of our best student work. The event exhibits close to \$1.3 million worth of indoor and outdoor art, photography, ceramics and glass, from established and emerging New Zealand artists.

The event receives more than two thousand visitors throughout its three days at the College. All works are professionally displayed and the exhibition includes a large range of outdoor sculptures, set in the grounds of the College. The Art Exhibition is extensively promoted through catalogues, banners, advertising, social media, the College's database and publicity each year.

The main aims of Friends is to fundraise and friend raise for the College. Funds raised by the Friends are used to support a wide range of both long and short-term projects, which benefit current and future students.

The Friends and King's College would like to invite you to become the exclusive Gold Sponsor of the 2021 King's College Art Exhibition.

## The Event

On the evening of Friday 5 November the King's College Art Exhibition will officially begin with the Opening Night Cocktail Party for parents, art lovers and the exhibiting artists. Artworks will be for sale from 6.30pm on Friday until 3pm on Sunday 7 November.

## Attendees

The Opening Night Cocktail Party plays host to 450 guests. Across the whole Art Exhibition more than two thousand members of the public will attend the event, including current and former parents, grandparents, Old Collegians, Board members and corporate sponsors.

The guests who attend the Art Exhibition demographically fit into the 40 - 60 age bracket, with relatively high household income thresholds.



**Art Exhibition**  
5-7 November  
2021

# Gold Sponsorship opportunity

For an investment of \$10,000, you will receive the following benefits:

## Naming rights

- Naming rights in association with the Art Exhibition  
i.e. King's College Art Exhibition – Proudly Sponsored by Company

## Recognition and signage

- Company logo will appear on all event collateral printed and digital e.g. event postcards which are distributed Auckland-wide and to attendees, website, emails, social media, adverts, banners etc.
- Full page advertisement on the back cover of the Art Exhibition Catalogue promoting the Art Exhibition distributed Auckland-wide and to attendees
- Opportunity to display a range of products with appropriate signage around the event
- *King's College Courier* magazine (distributed to current parents and Old Collegians - readership approximately 24,500):
  - Advert included in two issues of the *King's College Courier* magazine
  - Company branding in the *King's College Courier* with associated Art Exhibition communications
- Receive ten complimentary tickets to attend the Friday 5 November Art Exhibition Opening Night Cocktail Party



Our commitment to creating a high calibre Art Exhibition, together with our professional approach, makes us ideal partners for companies wanting to benefit from an association with a progressive and quality-driven educational establishment.

## For further information contact:

Contact Georgia Moselen-Sloog, Communications Manager at (09) 270 7889 or email [g.moselen-sloog@kingscollege.school.nz](mailto:g.moselen-sloog@kingscollege.school.nz).



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