



Founded 2014

PAINT OUT – the 21st century outdoor art competition

Paint Out Headline Partner Sponsorship

Paint Out is looking for visionary **headline partners** to help the growth of our UK arts programme, which began in Norwich in 2014. Our experienced team is scaling up our East Anglian events to national and international locations with the tried and tested weekend model and five-day format. Increasingly ambitious, this is the time to join this innovative and inspiring arts event that provides nationwide opportunities to support the regions in exciting and entertaining ways.

Associating with the exciting outdoor **Paint Out** brand will get you seen in towns and cities across the UK, at prestigious gala private views with eminent art world judges, and help your company's reputation by partnering and supporting not only the arts, but also the communities in which we hold our events.

Partner sponsorship levels are available from **£5,000 - £25,000**, earning you extensive online, print and social media coverage and the appreciation of arts and local communities. We have an excellent media team that has seen **Paint Out** covered in The Times, BBC, regional television, radio, magazines and newspapers. Our events draw footfall of thousands, hundreds of artists involved to date, and each of our online media posts reaches thousands.

- **£5,000** will sponsor an **overall Competition Winner** with prime publicity in all media including photography, web and social media saturation; plus full press coverage and special branding opportunities. The sponsor will also receive an exclusive limited edition print by the artist made just for them.
- **£10,000** sponsors the **overall Competition Winner** at our premier Norwich event and two other smaller events elsewhere. Alternative location sponsorship options are available; for instance, we can work with you to bring **Paint Out** to a town or city where you want to increase your visibility and presence. Other features as above.
- **£25,000** makes you a **Headline Partner**. Your brand identity will be prominently visible and communicated throughout every aspect of **Paint Out**. Be part of our **Plein Air Art Collectors Club**, an aspirational forum for art collectors to improve their understanding of the value of art in the marketplace as aesthetic, cultural and financial investment, plus answering questions of care and conservation. You will be offered dynamic experiences including lunch or evening talks with artists and arts professionals of national and international acclaim, wine tastings at your place of business, gallery tours, and exclusive corporate hospitality private art views for your staff and/or clients. You will benefit from extensive social media and press exposure. You will also receive a number of artists limited edition prints from our award winning artists.

Arts spending supports communities and culture

- Arts and culture boosts local economies, attracts visitors, creates jobs and skills, draws businesses, revitalises places, develops talent. (Arts Council England)
- The arts industry adds nearly £8 billion to the UK economy. For every £1 of public arts spending, the return to the Treasury is £5. (Arts Council/CEBR, June 2015)
- Arts sponsorship is the ethical and aesthetical way to support culture and communities.
- Paint Out is not your typical arts project:
 - It excites a 21st Century audience and market in a contemporary way.
 - It is reviving, innovating, challenging; exploring art and its subjects.
 - It is adventurous; 'extreme painting' for the brave and the bold.
 - Its juried-entry system only takes the best and budding artists.
 - It is dynamic, flexible, portable, scalable, going places.
 - It takes place in city, town, coast, and country.
 - It is both historic and 'happening'.
 - It is indoors and outdoors.

Professional team – Professional results

All sponsorship packages include branded jumbo presentation cheques, photography for press and web, online mentions, write-ups, and multi-channel social media saturation. Links to your website will be included where named. Photographs of artist winners will feature your supplied pop-up banner and/or branded materials. Sponsor's profiles sections on our websites will include further sponsor details and pingbacks to your site. The degree of coverage and prominence will be in proportion to the amount sponsored.

Our skilled in-house team and freelancers can liaise with your own PR, brand and graphics teams to cover promotion, copywriting, photography, social media marketing, search engine optimisation, graphic design, and hospitality to ensure your sponsorship gets the maximum coverage among our thousands of social media followers and tens of thousands of web views.

Further details of the history of *Plein Air* and **Paint Out**, feedback from artists, judges and visitors, and our web and social media reach and analytics, are all available in our **Paint Out** brochure.

If you are interested in supporting the arts and finding out more about becoming a **Paint Out** overall competition prize sponsor and/or headline partner, call **James Colman** on 07534 898 558, email james@paintout.org or **Mary Brady**, mary@paintout.org.