

HIDDEN 2017

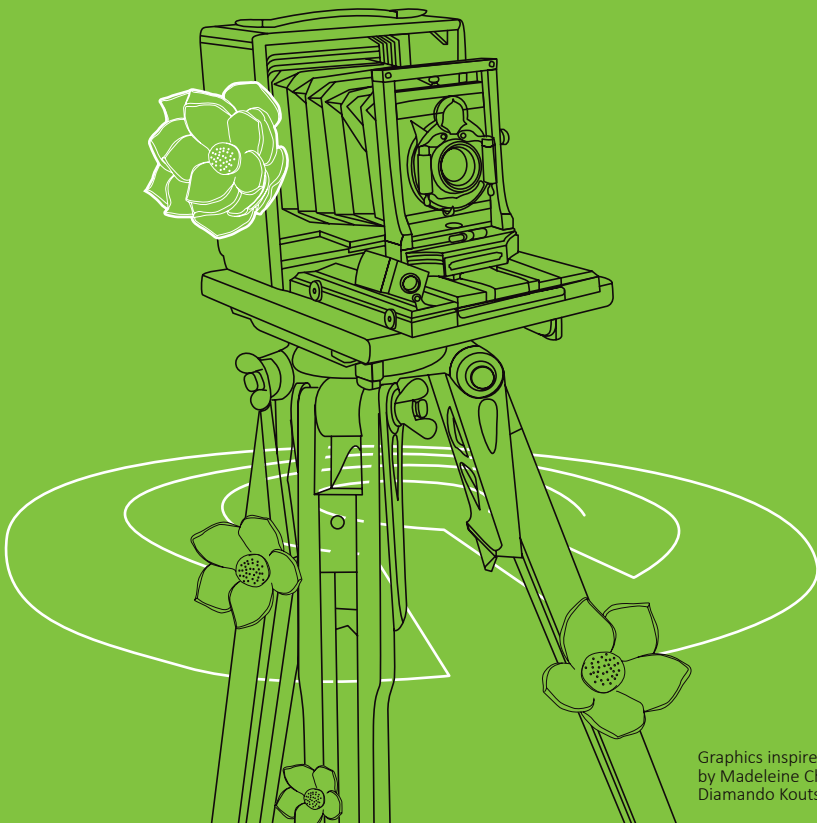
ROOKWOOD CEMETERY SCULPTURE WALK

CELEBRATING **150 YEARS** OF THE
SLEEPING CITY

Partnership Opportunities

"HIDDEN is a community focused outdoor sculpture exhibition that takes place amongst the gardens and graves of Rookwood - the oldest, largest and most multicultural working cemetery in Australia.

This year, Rookwood Cemetery commemorates its 150th anniversary!



Graphics inspired by artworks
by Madeleine Challenger and
Diamando Koutsellis.

HIDDEN – A Rookwood Sculpture Walk, is Rookwood General Cemeteries Reserve Trust's (RGCRT) signature annual event. Now in its ninth year, it was established to connect with the community and facilitate the exploration of Rookwood Cemetery.

HIDDEN 2016 saw visitation increase by 45% and the media coverage increase three fold. This indicates that HIDDEN is growing in popularity and through ongoing promotion, this trend is set to continue.

The success of last year's exhibition was due to the improved program of activities surrounding the exhibition, including a pre-launch Instagram event (photography meet-up), meet the artist sessions and additional workshops. We also increased our promotion.

This year, we will once again expand our activities to increase visitor participation. This will include introducing a videography element to the program.

Further adding to the momentum, 2017 marks Rookwood Cemetery's 150th anniversary. To commemorate the occasion we have a calendar of events planned and HIDDEN is a key part of this.

As a way of including our community in our 150th commemorations, we have developed a number of partnership opportunities that provide promotional opportunities for local businesses. As a not-for-profit organisation, we need the help of the community to make our 150th campaign a success, but more importantly, we want our community stakeholders to be a part of this significant occasion.

There are a variety of ways you can partner with RGCRT on our HIDDEN exhibition, including volunteering, donations and in-kind assistance. We also have several levels of advertising opportunities available.

Depending on your level of involvement, partnership can include:

- Brand exposure to over 4000 exhibition visitors
- Brand exposure to over 18,000 fans that follow the Rookwood Cemetery Facebook page
- Promotion on our website, which attracts over 13,000 visitors during the exhibition, including a hyperlink to your website
- Advertising on HIDDEN promotional material, including our catalogue
- Association with a unique cultural event
- Association with reputable exhibition partners such as Sydney Olympic Park Authority and Cumberland City Council
- Demonstrating support for the arts

Please contact us to discuss ways that you can be involved in HIDDEN 2017. We welcome all feedback and suggestions.

Partnership Contact Details

E: hidden@rookwoodcemetery.com.au
P: 8575 8100



HIDDEN Catalogue Advertising Opportunities

In 2017, 3000 copies of the HIDDEN catalogue will be given away upon a gold-coin donation to the Friends of Rookwood. The Friends of Rookwood are our volunteer organisation that promotes the social, historical and cultural values of Rookwood, whilst raising funds for cemetery restoration projects.

All proceeds raised from the HIDDEN catalogue will go towards the restoration of Louisa Lawson's grave at Rookwood.

| Size | Cost* (exc GST) |
|--------------------|-----------------|
| Double page spread | \$2,000.00 |
| Full page spread | \$1,300.00 |
| 1/2 page | \$800.00 |
| 1/4 page | \$450.00 |
| 1/8 page | \$300.00 |

* All advertising packages above include the option of displaying company logo on the HIDDEN website at no extra charge.

Partnership Opportunities

Bronze Partner (\$500)

You will receive:

- Logo in the partners page at the front of the HIDDEN catalogue
- Logo on exhibition catalogue and exhibition map
- 1/4 page advertisement in HIDDEN catalogue
- Logo on HIDDEN website, with link to your website

Silver Partner (\$1500)

Bronze Partner inclusions plus:

- Upgrade to a full page advertisement in HIDDEN catalogue
- Company overview in HIDDEN launch event welcome speech (50 word overview)
- Recognition of involvement in follow up RIP newsletter (Rookwood Newsletter)
- Recognition of involvement in pre-event PR announcements

Gold Partner (\$3,000)

Silver & Bronze Partner inclusions plus:

- Upgrade to a double page spread in HIDDEN catalogue
- Feature post on Facebook
- Opportunity to present the Highly Commended Awards to artists at the HIDDEN launch event
- Personalised hand carving of logo/name/motto into stone to be displayed at Rookwood for the duration of the exhibition. 500mm x 300mm sandstone slab will be supplied, alternatives are also possible depending on the complexity of the design. Our stonemasons will be happy to discuss creative options.

In-Kind Assistance

We need to organise the following items / supplies / activities to make the exhibition run smoothly. If you would like to be involved in any (or part thereof) of the following, we would really appreciate your assistance:

- Thank you gifts for special guests
- Beverages for the opening
- Giveaway options for the opening
- Decorative items for the opening
- Entertainment and audio for the opening
- Art materials for public programs
- Publicity and media coverage support to promote the exhibition

We welcome any in-kind assistance and have put together the following options to ensure you get value for your money. If you decide to support us with an in-kind assistance outside these options we are happy to tailor a package specifically for you.

Bronze (in-kind to value of less than \$1000)

- logo and a link on our HIDDEN website
- logo on the free public map

Silver (in-kind to value of more than \$1000)

- logo in the partners page at the front of the HIDDEN catalogue
- logo and a link on our HIDDEN website
- logo on the free public map

If you would like to sponsor a specific artist that is exhibiting this year (eg with materials, rental space to create their work, freight assistance) then please have your artist contact us directly so we can acknowledge your wonderful contribution.

Volunteers

We are also calling for volunteers to assist our artists with supervising the exhibition on the weekends. You will be based in front of the RGCR office and will aid in directing the public around the site, handing out visitor information and distributing catalogues.

