

HIDDEN ROOKWOOD sculptures

HIDDEN
ROOKWOOD
films

HIDDEN
ROOKWOOD
students



Advertising and Partnership Opportunities

HIDDEN Rookwood Sculptures, is Rookwood General Cemetery's signature annual event. Now in its 11th year, it was established to connect with the community and encourage public use of the historic Rookwood Cemetery.

HIDDEN continues to attract almost 5,000 people each year to Rookwood and has firmly established itself within the Sydney outdoor sculpture walk scene. In 2018 HIDDEN expanded its reach into the broader community with a feature on national TV as well as global attention from digital artists exhibiting in our new Flickering Stone program.

In early 2018 Rookwood's Administrator approved HIDDEN's continuation until at least 2023. This now brings greater opportunity to develop longer term youth, community and accessibility projects within the broader HIDDEN program.

We have developed a number of partnership opportunities that provide promotional opportunities for businesses. As a community focused organisation, we need the help of our wider community to continue to keep HIDDEN a free event for the public.

Package options for advertising and partnership opportunities are outlined in detail on the next page.

There are also a variety of other ways you can get involved with the HIDDEN exhibition, including volunteering, donations and in-kind assistance. Please contact us if you would like to discuss these further.

We look forward to welcoming you to the HIDDEN 2019.

HIDDEN 2019 – Marketing Department
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Catalogue Advertising

In 2019, 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.

2018 proceeds will be put towards the restoration of the Grave Digger's Hut. In 2019 this initiative will continue, with a unique restoration project to be announced soon.

Size	Cost* (exc GST)
Double page spread	\$2,000
Full page spread	\$1,300
1/2 page	\$800
1/4 page	\$450
1/8 page	\$300

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

Partnership Levels

Level	Inclusions	Value
Bronze	<ul style="list-style-type: none"> Logo in the partners page at the front of the HIDDEN catalogue Logo on the following exhibition material - call for entry flyers and posters; exhibition flyers, posters and eDM; HIDDEN visitor's guide / map 1/4 page advertisement in HIDDEN catalogue Logo on HIDDEN website, with link to your website Logo on banner at HIDDEN launch 	\$750
Silver	<p>Bronze Partner inclusions plus:</p> <ul style="list-style-type: none"> Upgrade to a full-page advertisement in HIDDEN catalogue 50-word profile on HIDDEN website Recognition of involvement in follow up RIP newsletter (Rookwood Newsletter) Recognition of involvement in pre-event PR announcements 	\$1,750
Gold	<p>Silver & Bronze Partner inclusions plus:</p> <ul style="list-style-type: none"> Upgrade to a double page spread in HIDDEN catalogue Feature post on Facebook and Instagram Opportunity to present an award to artists at the HIDDEN launch event Opportunity to have a stall at HIDDEN hub on all weekend days during HIDDEN Personalised tour of HIDDEN for up to 15 guests with morning tea Name listed on Thank You sign in RGC office with HIDDEN collateral 	\$3,500

Additional Options	Value
<p>Artist Sponsorship</p> <p>Recognition of your contribution towards an interstate / international artist's costs on sign at artwork and in HIDDEN catalogue</p>	Min. \$500
<p>Award Sponsorship</p> <ul style="list-style-type: none"> Naming rights only, not selection of winner <p>Involvement in deciding on themes/wording of the award</p>	Min. \$1,000
<p>Weekend Happenings</p> <p>(sponsor public program activities for weekend)</p> <p>Identified as sponsor on:</p> <ul style="list-style-type: none"> HIDDEN announcement bar on website Public program (HIDDEN Happenings) information on website Facebook posts Large A-Frame sign at HIDDEN hub and office on the weekend 	\$2,000