

HIDDEN 2018

ROOKWOOD CEMETERY SCULPTURE WALK

10th Anniversary

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.

In 2018, HIDDEN is celebrating its 10th anniversary!



Graphics inspired by artwork
by Wendy Edwards.

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

HIDDEN 2017 saw tracked visitation double (with just under 5,000 people visiting the exhibition) and media coverage increase three fold. HIDDEN is continuing, year-on-year, to grow in popularity and has firmly established itself within the Sydney outdoor sculpture walk scene.

The success of HIDDEN 2017 was due to the extension of the walk up to the iconic Elephant House, along with an expanded program of activities that took place throughout the duration of the exhibition.

This year, we remain committed to increasing visitor participation, and as a part of this we are developing additional programs to include community, youth, education and disadvantaged groups.

As a way of including our stakeholders in our 10th anniversary celebrations, we have developed a number of partnership opportunities that provide promotional opportunities for businesses. As a not-for-profit organisation, we need the help of our wider community to make our 10th campaign a success, but more importantly, we want our stakeholders to be a part of this significant occasion.

There are a variety of ways you can get involved with the 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 4500 exhibition visitors
- Brand exposure to over 21,000 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 2018. We welcome all feedback and suggestions.

Partnership Contact Details

E: hidden@rookwoodcemetery.com.au
P: 02 8575 8100



HIDDEN Catalogue Advertising Opportunities

In 2018, 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.

In 2017, over 3000 copies of the catalogue were given away and all proceeds were used to restore the grave of renowned suffragette and newspaper proprietor, Louisa Lawson.

In 2018 this initiative will continue, with a unique restoration project to be announced soon.

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 would be happy to put your logo and a link on our HIDDEN website as well as your logo on our free public map. If you decide to support us with an in-kind assistance outside these options we are happy to tailor a package specifically for you.

Sponsor an Artist

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 with supervising the exhibition on the weekends. You will be based in front of the RGCRT office and will aid in directing the public around the site, handing out visitor information and distributing catalogues.

