



HIDDEN 2019 Artist - Wesley Harrop, *Zygomatikus*

HIDDEN Exhibition Snapshot

4,000 Visitors
2,000 Catalogues printed
32,000+ Facebook likes
10,000 Website Views
5 million Media Impressions
 (TV, radio, online and print)

Contact Us

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4 Sep - 4 Oct 2021

Catalogue advertising

HIDDEN Rookwood Sculptures is Rookwood General Cemetery's annual public arts program, which began in 2009. The exhibition was established to encourage the public to visit and explore Rookwood – the oldest, largest and most multicultural cemetery in Australia.

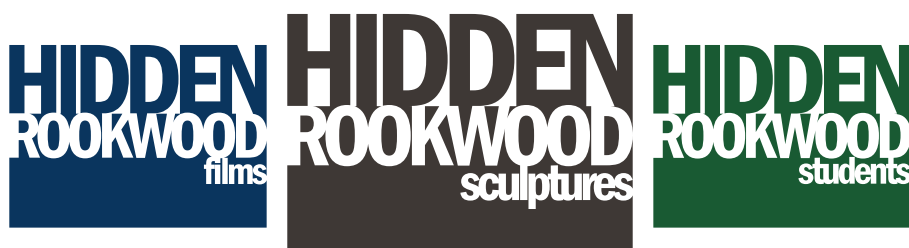
Each year the exhibition attracts over 4,000 visitors and significant media coverage. It is a unique opportunity for audiences to engage in the cemetery's contemporary relevant, cultural practise and evocative sense of place.

The HIDDEN Rookwood catalogue is available for a donation to Friends of Rookwood, a volunteer organisation that promotes the social, historical and cultural values of Rookwood. All funds raised go towards cemetery restoration projects.

In 2021, proceeds will go towards the restoration of the grave of George McRae. George was a government architect and designer of many iconic Sydney buildings, including the Glebe Tram Sheds, Taronga Zoo's Indian Elephant House and the Queen Victoria building.

	Specifications (mm)	Cost
Double-page spread	297mm(w) x 210mm(h)	\$2,000
Full-page ad	148mm(w) x 210mm(h)	\$1,300
Half-page	148mm(w) x 105mm(h)	\$800
Quarter-page	74mm(w) x 105mm(h)	\$450

All prices listed are not inclusive of GST



Partnership opportunities

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

Partnership benefits	Bronze \$750	Silver \$1,750	Gold \$3,500
Digital			
Logo on HIDDEN website	✓	✓	✓
50-word blurb about your company on HIDDEN partner page		✓	✓
Facebook post to thank your company (individually), linking to your website			✓
Print			
Advertisement in HIDDEN catalogue	1/4 page	1-page	2-page
Logo inclusion on partner page in HIDDEN catalogue	✓	✓	✓
Logo inclusion on visitor guide and map		✓	✓
Recognition of involvement in pre-event PR		✓	✓
Exhibition stall at HIDDEN Hub			✓
Opportunity to present an award to artists at the HIDDEN launch event			✓
Name listed on 'Thank You' sign in RGC office with HIDDEN collateral			✓
Curator tour for up to 15 guests, includes morning tea			✓
Additional opportunities			
Artist sponsorship Support an interstate or international artist by contributing additional funds to their work			\$500
Western Sydney Artist Award Naming rights for the Western Sydney Artist Award (available for all selected artists in Sculptures, Films, Students)			\$1,000
Naming rights for a public engagement event Acknowledged as main sponsor on one of the weekend program activities			\$2,000

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