

# HIDDEN

ROOKWOOD SCULPTURES

**10 Sep - 9 Oct 2022**

**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)



HIDDEN 2019 Artist - Wesley Harrop, *Zygomaticus*

## HIDDEN Sponsorship Opportunities

HIDDEN Rookwood Sculptures is Rookwood General Cemetery's annual outdoor sculpture exhibition. HIDDEN was established in 2009 to encourage the public to visit and explore Rookwood Cemetery – the oldest, largest, and most multicultural working cemetery in Australia. Each year the exhibition attracts over 4,000 visitors to the cemetery.

HIDDEN is a unique opportunity for artists to creatively engage in the Rookwood's contemporary relevance by reflecting on personal narratives, cultural practices, history, and the cemetery's evocative sense of place. The 2022 HIDDEN exhibition involves 60 artworks responding to the cemetery. These works span a wide range of artistic approaches, materials, and forms, including kinetic elements, short films, installations, and performance.

As a community-focused organisation, Rookwood General Cemetery needs the help of our wider community to keep HIDDEN a free event for the public. Stakeholders are invited to support HIDDEN through sponsorship opportunities that help realise the success of HIDDEN.

The following sponsorship opportunities are available:

### Catalogue advertising

2000 copies of the HIDDEN program catalogue are printed each year to showcase the individual artists and their works and provide visitors with information about the program, the exhibition judges and program partners.

Sponsors are invited to promote their services in this catalogue via the following options:

	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

The HIDDEN catalogue is available for a donation to the 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 2022, proceeds will go towards the restoration of the grave of George McRae. McRae 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.

## Partnership opportunities

Partnership opportunities assist the HIDDEN exhibition to showcase public programs and recognition opportunities for the artists. Public programs include artist workshops, community events, audio tours and artist talks.

Sponsors are invited to promote their services through the following partnership packages:

Partnership benefits	Bronze \$750	Silver \$1,750	Gold \$3,500
<b>Digital</b>			
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			✓
<b>Print</b>			
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			✓
<b>Additional opportunities</b>			
<b>Artist sponsorship</b> Support an interstate or international artist by contributing additional funds to their work			\$500
<b>Western Sydney Artist Award</b> Naming rights for the Western Sydney Artist Award (available for all selected artists in Sculptures, Films, Students)			\$1,000
<b>Naming rights for a public engagement event</b> Acknowledged as main sponsor on one of the weekend program activities			\$2,000

All prices listed are not inclusive of GST

Each year the HIDDEN program receives extensive media attention via TV, radio, online and in print. In 2022, the HIDDEN program will also include a satellite exhibition at the ACU Sydney Gallery.

**For more information on HIDDEN visit [www.hiddeninrookwood.com.au](http://www.hiddeninrookwood.com.au) or contact us on the details below.**