



HIDDEN

ROOKWOOD SCULPTURES

21 Oct - 19 Nov 2023

Exhibition Snapshot:

6000 Visitors

1,000 Catalogues printed

160,000 Facebook reach

13,800 Website Views

18.6 million Media Impressions (TV, radio, online and print)

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 6,000 visitors to the cemetery.

About HIDDEN

HIDDEN is a unique opportunity for artists to creatively engage in Rookwood's contemporary relevance by reflecting on personal narratives, cultural practices, history, and the cemetery's evocative sense of place. The 2023 HIDDEN exhibition involves 60 artworks responding to the cemetery. These works span a wide range of artistic approaches, materials, and forms, including kinetic elements, Schools, Stonemasons, installations, and performances.

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.

Each year the HIDDEN program receives extensive media attention via TV, radio, online and in print. In 2022 HIDDEN reached over 18 million people via media, website clicks, and social media.

Catalogue advertising

1000 copies of the HIDDEN program catalogue and over 3000 visitor guide maps 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 \$5, monies raised going 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 2023 proceeds will go towards the restoration of projects carried out by the Friend of Rookwood organisation.

Sponsorship opportunities

Sponsorship 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 packages:

Sponsorship benefits					
Levels	Platinum \$4500	Gold \$3,500	Silver \$1,750	Bronze \$750	Partners
Inclusions					
Invitation to HIDDEN launch	✓	✓	✓	✓	✓
Logo on HIDDEN website	✓	✓	✓	✓	✓
50-word blurb about your company on HIDDEN partner page	✓	✓			
Individual social media post to thank your company, linking to your website	✓	✓			
Advertisement in HIDDEN catalogue	2-page	1-page	½-page	¼-page	¼-page
Logo inclusion on partner page in HIDDEN catalogue	✓	✓	✓	✓	✓
Logo inclusion on visitor guide and map	✓	✓	✓	✓	✓
Involvement recognition in pre-event PR	✓	✓	✓		
Exhibition stall at HIDDEN launch event	✓	✓			
Name listed on 'Thank You' sign in RGC office with HIDDEN collateral	✓				
Curator tour with morning tea (up to 15 guests)	✓				
Award opportunities					
Artist award - Naming rights for the Artist Award (company to discuss criteria) eg. <i>YOUR COMPANY</i> award for <i>YOUR CRITERIA</i>				\$1000	
Artist sponsorship support an interstate or international artist by contributing additional funds to their work (company logo included on artist sign at artwork and on artist page in catalogue)				\$450	

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