



The Liverpool Art Prize 2011 – Call for Sponsors

- An opportunity for local businesses or individuals to sponsor and support an established major annual art prize in Liverpool.
- Exposure across the region's rail network as well as throughout Liverpool city centre's shops, art galleries and institutions and Liverpool's thriving art scene.
- Promoting Liverpool's unique creative landscape and giving national profile to artists and makers based in the city.
- Supporting the growth and development of local artists and creative industries.
- Encouraging debate and acknowledgment of the quality contemporary art produced in the region.
- Invitation to and business opportunity at exhibition Private View and Awards Ceremony attended by over 400* people (*based on 2010 attendance)
- The prize is founded by ArtinLiverpool.com the region's first point of call for up to date arts and culture news receiving over 40,000 unique visits each month.

About the Liverpool Art Prize



Artinliverpool.com founded the Liverpool Art Prize in early 2008. It was one of the first major art events in the Capital of Culture year.

The exhibition and prizes acknowledges the outstanding achievements of the artists and their contribution to contemporary art within Liverpool, as well as further afield. It aims to promote national awareness and discussion of contemporary art in the city and to support individual artists in developing their practices.

It is an annual exhibition and award for artists from or based in the Liverpool City Region. The Prize has continually attracted sponsors from the local business community.

Now in its fourth year, the exhibition will take place at **METAL Edge Hill Station** in May/June and is now a firmly established part of Liverpool's annual visual art diary. This year the exhibition coincides with the University and HE colleges degree shows as well as the re-opening of the Open Eye gallery and the Look International Photography Festival.

The overall prize is £2000 and there is a People's Choice Prize of £1000.

The overall winner of the Art Prize is also invited to show at the Walker Art Gallery offering increased exposure to the Art Prize brand.

Last year's winner David Jacques is exhibiting 'The Irlam House Bequest' from 2 February to 3 April.

The open nomination process each year attracts over 60 emerging and established artists practicing within the city region.



This year outreach activity with schools, colleges and Universities will encourage younger audiences to engage with the prize as well as artists talks and other creative activity planned for the Liverpool City Region boroughs; Liverpool, Wirral, Sefton, Knowsley, St Helens and Halton.

The Judging Panel for 2011

- Laura Davis (Arts Editor, Liverpool Daily Post)
- Moira Lindsay (Curator, Victoria Gallery and Museum, University of Liverpool)
- David Jacques (Artist, Winner of 2010 Liverpool Art Prize and shortlisted artist of the Northern Art Prize 2011)
- Paul Domela (Curator, Liverpool Biennial)
- Paul Hyland (Duncan Sheard Glass, Sponsor of Liverpool Art Prize)

Liverpool Art Prize Key events & dates:

Private View: Thursday 5 May evening

Open to Public: Friday 6 May

Awards Ceremony: 1 June 2011 evening

Exhibition Closes: 11 June 2011

Please visit the dedicated website www.liverpoolartprize.com for full details.

We Would Like You to Get Involved

Our ambition is to position the Liverpool Art Prize onto a national stage, attracting the most influential audiences. It will be about attracting major visitor numbers not only to the awards and for the artists but to the work of all of our sponsors.

This is where you can get involved and help to support and nurture Liverpool's artists.

We are looking for our Lead Sponsor of £5000+ but we would welcome and acknowledge any support.



Sponsorship includes access to the following benefits:

Lead Sponsors:

- The Lead Sponsors can be the public face of the Art Prize, having the opportunity to speak at the events and present the prizes, appear in media images and speak to the press.
- Individual events such as artist talks or workshops can be 'Sponsored By' a Lead Sponsor.

All Sponsors:

- Use of name and/or logo on all advertising material, documents, promotions, catalogue, handouts (higher level sponsors are displayed above lower level sponsors), email signature and website (with links if desired).
- Invitations to the Private Viewing, Awards Ceremony and other events associated with the exhibition and several copies of the Catalogue.
- A space in the Sponsorship section of the Catalogue for you to say a few words about your organisation alongside your logo.
- Space within the gallery to display information and literature about your organisation.
- A page in the Sponsors section of the liverpoolartprize.com website with text and images to promote your services – with link through to your website.
- The Liverpool Art Prize will feature prominently on artinliverpool.com which has 40,000 unique visitors per month. Lead sponsors will be offered space with links on this homepage also.

We have been successful in securing a number of key donor partners in the past and they remain in support of the prize. This year however we require additional sponsorship help for:

- The £1000 People's Choice Prize
- Production and Equipment Costs
- Artists' Costs
- Printing and Design Costs (Catalogues and Publicity Materials)

- Public Relations
- Refreshments
- Fees for Talks, Workshops etc.

Publicity:

As details are finalised they will be listed on the **website** and included in the **Catalogue** which will be widely distributed across the city and the NW region.

Supporters will be listed on **posters** advertising the Art Prize at various stations across the region's rail network (kindly supported by Northern Rail).

We always get news coverage in all the local papers, as well as radio and TV coverage.

About artinliverpool.com

[Artinliverpool.com](http://artinliverpool.com) is the primary online resource for the Merseyside art scene. Referenced regularly by National Media (It was described by The Times as 'The best British art blog').

The website currently has a very impressive 40,000 unique visits (150,000 page views, 132 countries) per **month**.

We are independent and a premier link for Culture Liverpool, Arts Council NW, Liverpool Biennial, Kin2Kin and the other local arts organisations and a member of Liverpool Chamber of Commerce, The Mersey Partnership and 08businessconnect.



About Metal

Metal was founded by theatre director Jude Kelly OBE in 2002 and is a multi-disciplinary arts organisation based in Liverpool and Southend-on Sea. In 2009 Metal renovated Edge Hill Station, the world's oldest standing passenger station still in use, having successfully raised capital funding from Kensington Regeneration, Merseytravel, Northern Rail, Railway Heritage Trust and Network Rail. Since the station opened it has become an innovative and unique space for art, heritage and the community.

Metal believes that creativity exists everywhere and that good ideas have the power to transform lives and neighbourhoods.

Dedicated Website:

www.liverpoolartprize.com has full details about the artists and exhibition. This will be advertised widely as the main source of information and will include advertising from the sponsors and partners.

See also <http://www.metalculture.com> <http://www.artinliverpool.com> and <http://liverpoolmuseums.org.uk/>

Please contact Ian or Jenny from Metal for further details:

Metal
 Edge Hill Station
 Tunnel Road
 Liverpool
 L7 6ND
 [0151] 7072277
edgehill@metalculture.com
www.metalculture.com