

SPONSORING NERAM BE A PART OF OUR SUCCESS STORY



New England Regional Art Museum

The New England Regional Art Museum is a unique community facility that contributes to the lifestyle and economy of our region through providing cultural activities, attracting tourists and creating opportunities for the local creative industries.

- NERAM is the region's most significant arts and tourism facility and attracted over 47,000 visitors in 2016;
- Visitors to NERAM come from throughout the New England region as well as tourists from across Australia and overseas;
- Exhibitions at NERAM include leading artists from around Australia as well as providing opportunities for local artists to showcase their work;
- NERAM's community programs are aimed at introducing a diverse audience to the arts in a fun and engaging way and include educational programs, guided tours, art classes, performances, festivals and events;
- NERAM's supporters include people from across the New England region who value the arts and the finer things in life;
- NERAM is recognised as a local leader in the field of sustainability and the environment.



Mosman Bay by Tom Roberts in travelling crate for National Gallery of Australia exhibition 2015

NERAM STANDS FOR QUALITY

The New England Regional Art Museum is home to the nationally significant Howard Hinton Collection which was given to the people of Armidale in one of the greatest acts of philanthropy in Australian art history and includes the works of leading artists such as Tom Roberts, Arthur Streeton, Margaret Preston, Elioth Gruner and many others.

Since NERAM opened in 1983 as the result of a fundraising campaign by the local community it has developed a national reputation for the quality of its artistic exhibitions, programs and other activities.

NERAM displays exhibitions curated from its own collections as well as travelling exhibitions from leading galleries around Australia, the works of local artists and cultural groups and develops new exhibition exploring art, community and culture from our region or further afield.

NERAM also presents a range of programs and activities that create opportunities for the local community and our visitors to engage with the arts on many levels ranging from kids art projects through to creative ageing activities.

With your support we will increase the reach and effectiveness of our programs.



Inaugural Wimble's Wayzgoose event at NERAM Museum of Printing 2017

SUPPORTING THE NEW ENGLAND COMMUNITY

By sponsoring NERAM you are also making a contribution towards the prosperity and future of the New England region.

NERAM is actively involved in promoting our region through exhibition projects, media promotions, educational and community activities that will support the development of our region as one of the country's leading educational, creative and cultural destinations.

NERAM works with a range of partners including arts groups, educational bodies, community organisations, cultural groups and environmental groups to create opportunities to celebrate the New England region's lifestyle, culture and environment.

Exhibitions at NERAM come from artists and community groups across the entire New England district including Armidale, Glen Innes, Guyra, Inverell, Tenterfield, Uralla and Walcha providing opportunities to work with the wider region.

NERAM's activities and programs help to send a clear message that Armidale and the New England region is a great place to live and work with a full range of cultural and lifestyle options available to our residents.

By sponsoring NERAM you are making a direct contribution towards the development and presentation of programs and activities which benefit the wider community of New England.



Artist Liz Horne (centre) recipient of the inaugural Helen Dangar Memorial Art Bursary in 2017, pictured with Bill Dangar and Rachael Parsons.

ATTRACT ATTENTION AT NERAM

Working with NERAM will create new opportunities to promote awareness of your business to our audience and the wider community.

Exhibitions at NERAM provide opportunities to promote awareness of your brand to over 40,000 visitors a year who pass through the building, attend our exhibitions, participate in our programs and dine in our café.

NERAM is often one of the first stops for visiting politicians, VIPs, media and corporate groups wanting to see what New England has to offer so your sponsorship has potential opportunities for reaching a much wider or influential audience.

NERAM supporters are active donors and volunteers who are dedicated to making the art museum into one of regional New South Wales most significant arts venues and are well known for supporting businesses that get involved with the organisation.

Activities at NERAM also attract positive feedback in the media across the region and we actively use social media to promote awareness of our program and its supporters to over 3000 opinion leaders and our e-newsletters reach over 1300 supporters throughout the New England region.

Sponsoring NERAM creates opportunities to reach this growing, educated, diverse and passionate cross section of the community with your positive message and brand.



NERAM Volunteer Guide training session in art store

A VENUE FOR THE WHOLE COMMUNITY

NERAM is a popular venue for arts, cultural and community groups wanting to create a special experience for their audience and regularly hosts performances, events and functions that bring a range of people through our doors.

We also host a range of business events including meetings, product presentations, functions and professional development activities for large and small companies.

NERAM can work with your team to create unique events for your business as well. Some of our unique offerings include:

- Special 'behind the scenes' tours of the art store room where your clients can find out more about the art collection and get close to a masterpiece;
- Gallery dinners or cocktail parties that present an opportunity to entertain your guests in the best venue in town;
- Creative activities and team building events – we can provide you with a creative venue and put you in contact with key creative personnel to develop a memorable learning experience for your staff;
- Indoor and outdoor options in the surrounds of the Black Gully Creeklands.



John Mullen, Chairman of Telstra (centre) with Robert Heather, NERAM Art Museum Director and Andrew Murray, Chair, NERAM Ltd Board.



Staff from Home Nursing Group at Creative Ageing event at NERAM

A PORTRAIT OF SOME OF OUR SPONSORS

Telstra

In 2017 the Board of Telstra visited NERAM and made a contribution of \$10,000 towards upgrading NERAM's communications system after a special tour of the Howard Hinton Collection in NERAM's Art Store.

"Telstra is honoured to be able to provide this contribution to the New England Regional Art Museum and help them upgrade their telephone system," said Chris Simon, Telstra's Community Engagement Manager. "During their recent visit to the area, the Telstra Board and senior leadership team saw firsthand the important role art and culture play in the community and how the museum is playing a vital role in providing these services. The new phone system will allow the Museum to better connect with the local community and continue their great work."

Home Nursing Group

Throughout 2017 NERAM has been presenting a series of Creative Ageing Morning Teas in partnership with leading local business Home Nursing Group which are aimed at creating opportunities for older residents to express themselves.

"One of the most important reasons people want to stay in their own homes for as long as possible, is to maintain vibrant connections with people and activities they love," said Gorm Kirsch, Managing Director of Home Nursing Group. "Since 1983, NERAM has served the New England region as a place where people come together to enjoy each other and appreciate art".

"Home Nursing Group's customers tell us often about the many happy memories they have of events and exhibitions at NERAM. It is a pleasure to see the Museum's renewed commitment to innovative programming for people of all ages, and Home Nursing Group is proud to sponsor this important community work."

"As a locally-owned and operated business, we understand that community support is the foundation upon which our success is built, and we are therefore enormously pleased to be able to reciprocate that support through our partnership with NERAM."



NERAM travelling exhibition *The Art of Wool* developed in partnership with Australian Wool Innovations and the International Woolmark Prize

CREATE A PARTNERSHIP

We want to hear about what how you want to work with us so that we can tailor a sponsorship package that meets your aims and ours.

Let us know how else you would like to be involved in supporting your sponsorship as well? We can help organise staff development activities, client functions, media releases and much more so that you get the best value out of your sponsorship as well as create a strong alignment between your brand and the NERAM brand and values.

To get the most out of your sponsorship you also should promote your involvement with NERAM to your staff, clients and other stakeholders through your own advertising, newsletters, social media and staff. We can work with you to provide you with media promotional opportunities, images and content for your promotions,



Interactive display in ACMI touring exhibition *Shaun Tan's The Lost Thing: From book to film* on show at NERAM 2016

SPONSORSHIP PACKAGE OPTIONS

Sponsoring programs and exhibitions at NERAM will provide your business with opportunities to engage with NERAM's community and visitors. These could include:

- Use of NERAM facilities for exclusive functions and events for your staff, customers and stakeholders;
- Acknowledgement of sponsorship through use of your logo on promotional materials;
- Speaking and presenting at NERAM functions and events;
- Direct emails to over 1000 NERAM supporters in our e-newsletters, social media and invitations;
- Opportunities to meet with other community leaders, sponsors, donors and supporters.

Talk to us about what would best suit your business needs and how else we can work effectively with your business as our sponsor.



Myall Creek and beyond: Director Robert Heather (back) and artists visit the site 180 years on.

PICK A PROGRAM

NERAM is seeking support for a range of creative programs and activities which you can choose from to support through your sponsorship. These include:

Hinton: Treasures of Australian art

A unique opportunity to support the development and presentation of a major permanent exhibition of artworks from the beautiful Howard Hinton Collection. This exhibition will transform the appeal of NERAM's exhibitions by creating and presenting a 'salon style' display of over 100 artworks by leading Australian artists from the early-mid 1900s. This will become a destination exhibition for art-lovers travelling through regional NSW and attract visitors to Armidale and NERAM. Opening February 2018.

In their footsteps: Western Front 100 years

In 2017 a group of leading Australian artists visited the WWI battlefields of France where Australian servicemen and women fought a century ago. Their experiences are captured in this exhibition drawing together paintings, sketches, photographs and videos of their journey as well as paintings by leading Australian war artists from 1914-18. This exhibition will premiere at NERAM before touring through regional NSW in 2018-19.

Myall Creek and beyond

A unique collaboration between NERAM and the Friends of the Myall Creek Memorial has taken a group of leading indigenous contemporary artists to the site of the Myall Creek Massacre to experience a journey of history and reconciliation as part of the 180th anniversary of this tragic event. This exhibition and associated activities will explore the issues and complexities the massacre and trial, its aftermath and continuing impact today.

Alasdair Macintyre: the adventures of Aecap

Children and families will take a journey with Aecap, the artist's animated character who will explore the artistic life through a series of interactive artworks and hands-on activities. This special children's exhibition will be showcased through the 2018-19 Christmas holidays.

NERAM schools and educational programs

Work with us to provide a better education to school students across the New England region through developing curriculum related arts activities and resources that can be used in the classroom as well as in visiting the art museum. With the growth of New England as one of country NSW's most significant educational clusters this program will create new opportunities for young people in our region.

NERAM Volunteer Program

Support the work of over 80 enthusiastic and passionate volunteers who provide NERAM with essential help in presenting visitor services in our front-of-house, installing exhibitions and administrative support. In 2018 our volunteers will be presenting regular guided tours of the new HINTON exhibition for visitors and tourists. Your sponsorship would help with providing training and support for one of the region's largest and most committed volunteer programs.

NERAM community programs

Working in partnership with community organisations (such as Beyond Empathy, Backtrack, Ascent Group and others) NERAM presents programs for youth at risk, indigenous, disabled and cultural communities NERAM aims to make a range of arts and creative activities accessible to the everyone in the New England region. Your support will help us to resource these important programs so that the whole community can benefit from NERAM's activities.

The Black Gully Festival

This annual festival has grown over the past few years to become the New England region's premier arts, music and environment event. Celebrating diversity, environment and creativity, it brings together a broad cross-section of the community and nurtures the talents of local artists, musicians and creators with the opportunity to present their work to a growing audience. NERAM's Maker's Markets at the Festival provide an opportunity for local artists, crafts people and artisans to promote their wares to an enthusiastic audience.