

**EDIN  
BURGH  
ART  
FEST  
IVAL**

**Sponsorship opportunities**

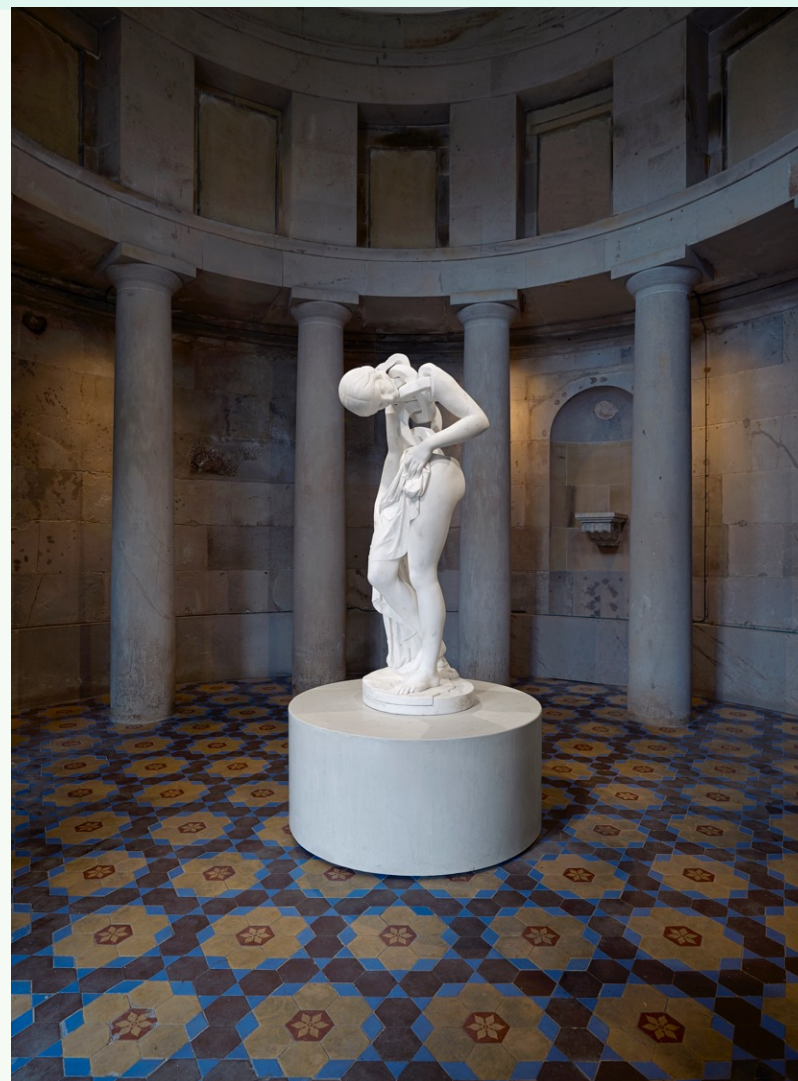
# About the Festival

Founded in 2004 to provide a platform for the visual arts at the heart of Edinburgh's August festivals, over the course of 14 editions we have had a remarkable trajectory, growing to become a unique and essential part of Edinburgh's festival offering.

Every year, we bring the capital's leading galleries, museums and artist-run spaces together with a programme of pop-up exhibitions and publicly sited commissions to deliver a citywide celebration of visual art. Our 2018 edition attracted 286,331 attendances, at over 50 exhibitions of over 400 artists across more than 40 sites; from major institutions to a wildlife garden nestled in the shadow of Edinburgh Castle.

*“Year in and year out, it gives me some of the most satisfying cultural experiences of the summer”*

**The Times**



# Sponsorship

We are committed to working with you to develop a corporate partnership that supports you to achieve the unique objectives of your company.

Attracting over 280,000 attendances across 5 weeks in August, we can offer significant brand exposure, marketing and networking opportunities, and the chance to contribute to the success of a world-class Festival.

By partnering with Edinburgh Art Festival, you could support:

- the realisation of a major new publicly sited project by an internationally renowned artist
- the next generation of talent through our dedicated opportunity for artists at the outset of their careers
- the delivery of our learning and engagement programme, which enriches the experience of the Festival for over 1,000 individuals in communities throughout Edinburgh each year



**Opportunities**

# Commissions Programme

Our annual Commissions Programme supports renowned artists, both Scottish and international, to develop ambitious new projects for public spaces in Edinburgh – transforming the experience of the city for residents and visitors alike.

Supporting this element of the programme offers significant brand exposure opportunities, as well as the chance to host a corporate event in one of our commissions venues, many of which aren't usually open to the public.



*“Edinburgh was once an art desert at festival time. Yes, there were alternative comedians hiding under every manhole cover, but if you were a lover of the visual arts there was little reason to go. Until 2004, when the Edinburgh Art Festival was founded, and everything got better.”*

**The Sunday Times**

# Learning & Engagement Programme



Our engagement work aims to enrich the experience of the Festival for all, breaking down barriers to participation and instilling a sense of ownership of our work in communities throughout the city.

Each year, our work with children, families, community groups and schools engages around 1,000 individuals throughout Edinburgh in creative learning activity.

If your company has CSR objectives, we can support you to realise these through inspiring creative learning activity delivered throughout Edinburgh.

*“I think it is the sort of thing that will generate the kind of memories that stay with you forever. A really fabulous experience – thank you.”*

**Participant feedback on the Learning and Engagement programme**

# Platform

Established in 2015 in response to a lack of opportunities for artists at the outset of their careers to participate in the Festival, *Platform* is now in its 4<sup>th</sup> year. To date, the programme has supported 18 artists to develop ambitious new work for the Festival, giving them the financial and technical support necessary to foster genuine professional development.

By sponsoring *Platform*, your brand could be associated with supporting the next generation of artistic talent.



*“Having the freedom to develop my ideas has been really positive, allowing me to bring to fruition projects I have had in mind for a long time. The exhibition has offered great exposure – introducing my work and practice to new audiences.”*

**Artist feedback**

*“Art in Edinburgh doesn’t get much more cutting edge than it does at Platform.”*

**Ailis Brennan, Evening Standard**

# Art Late



Art Late offers audiences the chance to experience our varied programme by night. Every week during August, 150 visitors are taken on an evening tour, with exclusive night time access to our galleries, pop-ups and publicly sited commissions. Each tour ends with live music at one of our venues, blurring the boundaries between visual art and performance.

The events consistently sell out well in advance, and attract a highly culturally engaged audience aged between 25-50.

*“An amazing event! EXCELLENT VALUE FOR MONEY! Opens up art spaces that I otherwise wouldn't have known about or had the chance to visit, the event has an amazing energy and offers such great experience and extra insight into the exhibitions that you wouldn't experience if visiting on your own.”*

**Audience feedback**



# Benefits

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Each partnership is unique, and we are committed to working with you to develop a relationship that meets your objectives.

Our programme changes each year, but some examples of benefits sponsorship could enable you to access include:

- **On site branding:** by taking our projects out of galleries and into public spaces, we facilitate chance encounters with visual art - and your brand.
- Access to a local, national and international audience of over 300,000 people
- Invitations to our opening weekend events, giving you the opportunity to meet and network with around 300 cultural professionals from across the UK
- The chance to host an event in one of our commissions venues, many of which are not usually open to the public
- Crediting in all marketing materials, both in print and online



If you are interested in sponsoring the Festival and would like to discuss the opportunity in more detail, please contact:

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# Thank you