

2023

KIMBERLEY ART & PHOTOGRAPHIC PRIZE

Sponsorship Prospectus

**Kimberley
Art and
Photographic
Prize**



**Shire of Derby /
West Kimberley**

The Kimberley Art & Photographic Prize

The Kimberley Art Prize (KAP) has been facilitated by the Shire of Derby/West Kimberley (SDWK) since 1970, when, following a suggestion by the then Shire Clerk to run an annual art competition for residents of the Kimberley region, the SDWK agreed to sponsor the prize.

The art prize was a non-acquisitive prize until 1978. Since then the SDWK has acquired the winner. The Shire now owns a substantial art collection produced by some of the most talented artists in the region.

The KAP has grown to become a highly respected art award in the Australian arts industry; being one of the most remote art competitions in Australia and one of the longest running art prizes in Western Australia. Over the years it has provided a platform for many local and regional artists to develop and showcase their talents.

With a \$10,000 acquisitive prize, the KAP has raised awareness of indigenous art and played a significant part in launching emerging artists.

Up until 2012 the photographic category was part of the KAP however a growing interest and participation in photography saw entries continue to rise to a point where they could no longer be accommodated in the same space at the KAP.

Thus in 2012 the photographic category was removed from the Art Prize to create the Kimberley Photographic Award (KPA) to be run alongside the KAP each year. The festival is now known as the Kimberley Art and Photographic Prize (KAPP). The exhibition runs for 2 weeks in July.



Why sponsor the 2023 Kimberley Art & Photographic Prize?

- Promote your business in an exciting and unique manner.
- Be seen by thousands of potential customers.
- Reach communities throughout the Kimberley and across Australia
- Reach untapped consumers
- Send a message to the community that your business:
 1. Shares community values
 2. Supports the local community; and
 3. Values creativity, diversity, innovation and inclusivity.

2023 sponsorship at a glance

- Overall award naming rights
- Individual award naming rights
- Sponsorship acknowledgement on the Shire of Derby West Kimberley website, social media platforms and media releases related to the awards and exhibition.
- Company logo on marketing materials
- Company logo on signage
- Opportunity to display signage at opening VIP night and during the exhibition
- Recognition as a sponsor at our VIP opening night event.
- Tickets to our VIP opening night event

PLATINUM

GOLD

SILVER

BRONZE

Sponsorship Details



\$10,000

- Overall winner Kimberley Art & Photographic Prize naming rights
- 4 x VIP tickets to opening night event
- Prime logo positioning on all promotional material
- Logo inclusion across several media platforms - estimated total distribution to over 100,000 people
- Radio coverage
- Opportunities to host business and networking functions during exhibition
- Space in exhibition venue to distribute own company banner
- KAPP sponsor flag
- Big logo inclusion on media wall
- Whole of Shire email signature banner inclusion
- Media release acknowledgement



\$5,000

- 1 x category naming rights
- 2 x VIP tickets to opening night event
- Logo positioning on all promotional material
- Logo inclusion across several media platforms - estimated total distribution to over 100,000 people
- Radio coverage
- Space in exhibition venue to distribute own company banner
- KAPP sponsor flag
- Logo inclusion on media wall
- Whole of Shire email signature banner inclusion



\$2,500

- 1 x category or art workshop naming rights
- 2 x VIP tickets to opening night event
- Logo positioning on all promotional material
- Logo inclusion across several media platforms - estimated total distribution to over 100,000 people
- Radio coverage
- Logo inclusion on media wall



\$1,000

- Cash or in-kind sponsorship
- Small logo or text placement on all promotional material
- VIP ticket to opening night event
- Logo inclusion within exhibition

2022 Sponsors

A big thank you to all our wonderful 2022 sponsors. Sponsorship makes events like these possible.



2023 Sponsorship naming rights

Our gold and silver sponsorship packages offer organisations the opportunity to sponsor a specific award category through naming rights. Below are the categories available. Please select your preferred award category. Preference will be given to Gold sponsors over Silver sponsors.

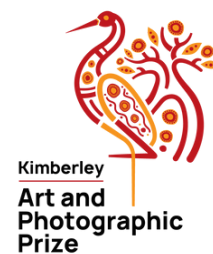
ART PRIZE CATEGORIES

1. Paintings
2. Works on Paper
3. Mixed Media
4. Aboriginal Art
5. Boab Nut
6. Emerging Artist
7. Youth
8. People's Choice

PHOTO PRIZE CATEGORIES

1. Landscapes
2. Flora and Fauna
3. Portraits
4. Youth
5. People's Choice
6. Snap & Send

Sponsorship Agreement



Thank you for deciding to be a sponsor of the 2023 Kimberley Art and Photographic Prize.

Please complete and return the below form to **kimberleyartprize@sdwk.wa.gov.au**

Sponsor Name : _____

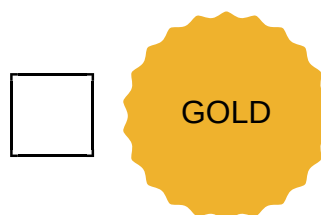
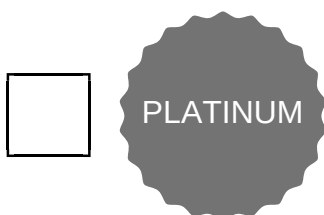
Contact Name : _____

Contact Number : _____

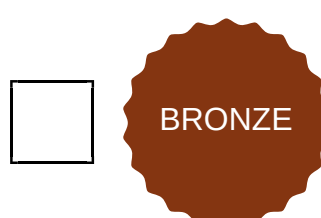
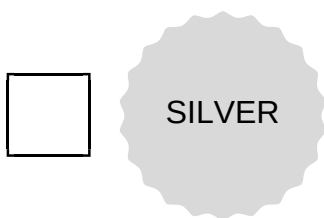
Email Address : _____

Postal Address : _____

Choose your preferred sponsorship package below



Preferred Category for naming rights



Preferred Category for naming rights

Cash or in-Kind. Describe In-Kind

Name : _____

Signature : _____

Date : _____

Return this form to **kimberleyartprize@sdwk.wa.gov.au**

2022 Exhibition





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