



Arts 2021
Activated
Building Back For Everyone



Partnership Proposal

About Arts Activated 2021

Arts Activated 2021 is Australia's leading forum for increasing access to arts, culture and events for artists and audiences with disability or who are d/Deaf.

- 9, 16 & 23 August 2021.
- 10 online/live sessions over 2 days (9 & 23 Aug) broadcast from WSU's Parramatta campus + 3 live sessions at UTS's Chippendale campus in partnership with Vivid Festival (16 Aug).
- 300+ delegates from the arts, cultural, disability, education and government sectors.
- The theme of this year's conference is 'Building Back For Everyone' with a focus on how the post-COVID-19 response of creative industries can help advance access and inclusion for arts practitioners and audiences with disability.
- Produced by Accessible Arts, NSW's peak arts and disability organisation: www.aarts.net.au

Why Get Involved?

Event Partners receive a range of unique marketing and public relations benefits which demonstrate commitment to equity, diversity and inclusion in general and for people with disability in particular.

Event Partners receive valuable engagement (branding, messaging, direct marketing, etc) with a diverse audience including artists, arts workers, disability workers/advocates, researchers, policymakers and experts/leaders across the intersection of arts, culture and disability.

Major Partner | \$10,000

- Dedicated session featuring a panellist from your organisation speaking on a topic relevant to your organisational practice.
- Pre-recorded welcoming address by senior representative from your organisation prior to dedicated session.
- Video promoting your organisation screened prior to dedicated session and during selected session breaks.
- Premium branding opportunities across all event print and digital assets (info website, virtual conference platform, EDMs, media releases, etc).
- Virtual exhibition booth (inc. key org info/links, 3 x embedded videos and capacity to schedule and conduct online networking meetings).
- Story about your organisation in 2 x event EDM.
- 6 x premium registrations (valid for both live and online events).

Event Partner | \$5000

- Branding opportunities across all event print and digital assets (info website, virtual conference platform, EDMs, media releases, etc).
- Video promoting your organisation screened during selected session breaks.
- Story about your organisation in 1 x event EDM.
- 4 x virtual event registrations.

Event Supporter | \$2000

- Branding opportunities across all event print and digital assets (info website, virtual conference platform, EDMs, media releases, etc).
- 2 x virtual event registrations.



Promotional Channels

Accessible Arts Marketing & Comms Channels

- Website: 5000 visitors/month.
- E-news: 10,000 subscribers.
- Social Media: 20,000 followers



Community & Government Partners

- 300+ community and cultural organisations in NSW and across Australia.
- AArts content shared with 500,000+ subscribers/friends/followers/visitors.

Media Coverage

- Content shared with selected disability, arts/culture and mainstream media in NSW, Australia and internationally.

Event Advertising & Marketing Assets

- Print, online, enews, EDMs, social media.

Event Signage

- Digital banners, session banners, virtual exhibition booth, videos.

Confirmed Partners

- NSW Gov | CreateNSW
- Western Sydney University
- Vivid Sydney
- Sydney Opera House
- Cerebral Palsy Alliance
- Life Without Barriers
- NSW Trustee & Guardian
- Media Super
- Inner West Council
- Arts Hub
- 2RPH
- Small Talk Events
- TouchPoint Events

Contact

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