

The National Business Review Sponsorship of the Arts Awards /09



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SUPREME AWARD WINNER: *The Real Art Charitable Trust / The Real Art Roadshow*

Roadshow takes top Kiwi art to rural secondary students

The Supreme Award winner in this year's NBR Sponsorship of the Arts Awards is Fiona Campbell for her personal philanthropy in funding the Real Art Roadshow Trust, which in turn manages the project.

The visionary project, which takes art to schools around New Zealand in purpose-built gallery trucks, is visionary, not only in its inception but also in the way that it allows for other sponsors to become involved in a local, regional or national capacity.

This year there were 23 entries, which ranged from the sponsoring of small local festivals such as the Alexandra Blossom Festival by two local firms (Touch Yarns & Hirequip) through to involvement with the Auckland Festival by NZ Bus.

Five finalists were selected; Anderson Lloyd Lawyers, NZ Listener, Staples Rodway, and The University of Otago along with the Real Art Roadshow Trust as the supreme award winner.

The finalists were chosen on the basis of sponsors involved in arts partnerships which deliver genuine business benefits to their own organisation as well as meet the objectives of the arts partner; demonstrate a high level of interaction and involvement on the part of the sponsor as well as the arts partner in the joint setting of common objectives as well as in the execution of the partnership; use the strengths and qualities of both parties for the benefit of the partnership introduce new concepts and a creative approach to sponsorship of the arts; set an example of excellence and innovation in the process of the partnership.

Many of the entries spoke of the "natural fit" between the sponsor and the arts organisation but some managed that far better than others such as the NZ Listener and The Auckland Writers and Readers Festival. Here the synergies worked extremely well and provided interlinked benefits for the two organisations focused on literature and information.

The University of Otago funding of the Sheilah Winn competitions, identifying and presenting themselves to a sophisticated audience of secondary school students was a clever use of sponsorship.

Anderson Lloyd Lawyers' sponsoring of a play about the South Island was a well focused strategy to promote the firm across the area of its business interests.

With its sponsorship of the Auckland Art Fair, Staples Rodway saw how the event would create an excellent hosting venue in a high-quality environment, which also attracted high net worth clients as potential collectors.

The *Real Art Roadshow* is New Zealand's largest travelling art exhibition housed in two huge trucks – one black, one silver – that unfold to form a couple of 64sq m display pavilions. Each of these galleries displays over 60 pieces of original art by a cross-section of New Zealand artists, including Tony de Lautour, Dick Frizzell, Simon Ogden, Wayne Barrar, Octavia Cook, Don Driver, Ralph Hotere, Sarah Munro, Sylvia Siddell and Harry Watson.

The Black Collection (named after the colour of the truck it travels in) focuses primarily on painting, while the Silver Collection includes works such as sculpture, photography, jewellery and ceramic art. Together they form an overview of post 1945 New Zealand visual art.

The *Real Art Roadshow* is the brainchild of Fiona Campbell, Rob McLeod and Gerald Barnett, three visionary art curators who had the idea of bringing real art to secondary school students in geographically isolated locations throughout New Zealand. Before a visit from the Roadshow, few of these art students had the opportunity to see the real thing – the true scale, texture and colour of art works – instead relying on textbook illustrations and web site representations.

The enterprise has been funded by philanthropist Fiona Campbell who provided the funds for the million dollar plus set up. She sees the project as lasting 10 years and is committed to an annual contribution of \$700,000 core funding for the next eight years.

She hopes to interest other individuals



ART ON THE ROAD: The Real Art Roadshow

and corporate sponsors to provide financial support so the project can provide additional resources such as DVDs.

Ms Campbell explains, "Our goal is to have the two trucks touring the country for the next ten years. Ideally, a truck can visit two schools a week, though often in smaller centres there's a flow-on effect when neighbouring primary and intermediate schools visit. The schools may also organise a parents and public evening."

The exhibitions have toured to more than 200 schools and have been seen by more than 100,000 students.

The response so far has been nothing but good. The roadshow's schools co-ordinator, Joy Wilkie, comments, "There has really been an overwhelming positive response from teachers and pupils alike. We ask all

attendees to complete a questionnaire and the responses include comments like, 'Our students don't get this sort of exposure to art; I hope you come again'; and 'Such an asset to have the art come to the school ... no need to fill out complicated forms and chase students up for money. Fantastic!'"

The *Real Art Roadshow* visits schools free of charge and doesn't require on-site handling by school staff. The selection of artists on display dovetails neatly into the current art curriculum and before visiting, teachers receive a collection of learning resources, including essays about the artworks, DVD interviews with the artists and sketchpads for all students who visit.

SPONSORSHIP VALUE
\$700,000+ annually

AWARD WINNER: *THE NEW ZEALAND LISTENER / THE AUCKLAND WRITERS AND READERS FESTIVAL*

Magazine aligns with readers' festival

The Auckland Writers and Readers Festival is held annually and is the largest literary festival in New Zealand. The 2009 festival featured 22 international writers, 68 local writers and commentators in 63 events with attendances of 25,000.

The *New Zealand Listener* has been a sponsor of the event since 2007 and in 2008 signed a multi-year agreement to reflect the fit with the festival.

This provided the magazine with access to authors and provided the event with sustainable advertising and promotional support and the mutual benefits of long term naming association.

Some of the programme highlights in 2009 were the hosting of three senior staff writers from the *New Yorker* magazine, Richard Dawkins in conversation with local broadcaster Sean Plunket by video link and hosting the prestigious international 23rd Commonwealth Writers' Prize Awards.

The *Listener* was acknowledged for its support in a variety of ways including the magazine's logo appearing as a gold sponsor and a full page full colour advertisement in the programme, which had a print run of 60,000.

The logo featured on festival posters, outdoor signs and appeared in a continuous

loop of sponsors' logos on screen at all sessions.

A pre-recorded message was played before the beginning of every festival event, banners were placed in the venue and goody bags including copies of the *Listener* were given to the 300 invited guests

The magazine had significant presence on the festival website, including a link to the *Listener* website and in press releases.

The partnership has resulted in increased readership for the *Listener* and increased ticket sales for the festival.

A campaign of mutual promotional activities is agreed every year and often includes subscription offers

to festival e-newsletter subscribers and reader promotions in the magazine.

The magazine is the named sponsor for the Opening Night of the festival for 2008-2010, an event which is a particular highlight and attracts more than 1000 attendees.

One of the major benefits of the sponsorship for the festival is that it can advertise in the *Listener* and reach its target audience, which it would not otherwise be able to afford.

In 2008 the *Listener* signed a three-year sponsorship agreement with the festival for \$50,000 a year in the form of contra advertising in the magazine.

In addition the festival programme was included in a subscription drop to subscribers north of Taupo (20,000), a full page reader promotion (package of tickets, books, flights) in the *Listener* including flights to Auckland for the winner, as well as free copies of the magazine at the venue.

According to festival survey results, 83% of the festival audience recalled the *New Zealand Listener* as a festival sponsor, the highest recall percentage for all festival sponsors.

SPONSORSHIP VALUE
\$100,000 over three years (2008-2010)



NZ LISTENER: Highest recall percentage for all festival sponsors