

Sponsorship Opportunities

Art & Work Awards 2008



The Wapping Arts Trust

Registered Charity No.295081

Art & Work Awards 2008

Opportunities for Sponsorship of the 2008 Art & Work Awards

Associate your company with

- Creating better working environments
- Increasing recognition of the benefits of art in the workplace to all the key stakeholders in an organisation
- Supporting vital corporate patronage of artists

Sponsorship Opportunities:

- Lead Sponsor of 2008 Art & Work Awards
- Sponsor of one of the four individual award categories
- Sponsor of the Awards Presentation Dinner

The Art & Work Awards

The Art & Work Awards were established in 1985 to encourage property developers, businesses, architects and interior designers, local authorities, commissioning agencies and artists to collaborate in producing better working environments.

The Awards are presented every two years and have become established as the benchmark for good practice in art in the workplace in the UK.

Following the success of the 2006 Art & Work Awards, sponsored by international law firm Lovells, which were launched at the British Council for Offices' Annual Conference in Paris, the 2008 Awards are being expanded to include a new category for employee-focused art programmes. The 2008 Awards will be presented at an Awards Dinner for members of the property, business, architectural and arts communities.

The Wapping Arts Trust

The Wapping Arts Trust was established in 1985 with the aim of fostering and promoting art in the working and living environment. To achieve this it pursues an active role arranging artist residencies, exhibitions, conferences and awards.

The Wapping Arts Trust is a registered charity and sponsors are therefore able to take advantage of the tax regime on donations to charity.

Supported by



Media Partner



www.ibp.org.uk

Organised by



The Wapping Arts Trust
15 Dock Street
London E1 8JL
T +44 (0) 20 7481 1337
F +44 (0) 20 7481 3425
E awards@artandworkawards.co.uk
www.artandworkawards.co.uk

The Wapping Arts Trust

Registered Charity No.295081

Art & Work Awards 2008

Comments on the Awards and the Benefits of Art in the Workplace

"There is growing evidence that an attractive working environment is crucial to staff retention and productivity. The BCO is undertaking research into the connection between workplace productivity and design. These awards are an important contributor to this whole debate and we are delighted to host the launch of these awards at the BCO conference."

Richard Kauntze, chief executive, BCO

"We are delighted to sponsor the Art & Work Awards and to develop our long involvement with the arts into a new area. As one of the largest business law firms in the world, we use art to create an environment that meets the needs of both clients and those working for the firm in all our international offices."

Lovells

"It's pure marketing, Cartier began buying contemporary art strictly for commercial reasons. It's been part of our marketing strategy ever since."

Cartier

"Art is businesslike. It helps businesses. And it helps business people."

Management Today

"Companies don't just see an art collection as an investment – art can offer unique opportunities to motivate and develop staff. Art can stimulate healthy creativity in an environment where technology is increasingly dominant."

Colin Tweedy, Chief Executive of Arts & Business

"In realising our aim at One Churchill Place to create one of the best workplaces in the world, Barclays has brought together a major collection of new art to provide a creative backdrop to the working environment."

Barclays



Supported by



Media Partner



www.ibp.org.uk

Organised by



The Wapping Arts Trust

15 Dock Street

London E1 8JL

T +44 (0) 20 7481 1337

F +44 (0) 20 7481 3425

E awards@artandworkawards.co.uk

www.artandworkawards.co.uk

The Wapping Arts Trust

Registered Charity No.295081

Art & Work Awards 2008

Previous Award Winners

Art & Work Awards have been won by a wide range of organisations for projects on corporate and commercial sites, and in working environments in hospitals and educational establishments. Winners have included Arups, BAA, BOC Group, Canary Wharf Group, Coopers & Lybrand, Deutsche Bank, Dorset County Hospital, Flemings, Hackney Community College, Hammerson, IBM, Jubilee Library Brighton, Laporte, Lazard Properties, McKinseys, Old Ford Primary School, P&O, Pfizer, Stockley Park Consortium, Wellcome Trust.

Artists who have received Art & Work Awards include: Susan Bradbury, Stephen Cox, Andy Goldsworthy, Thomas Heatherwick, Susanna Heron, Barbara Hodgkins, Allen Jones, Peter Logan, Eilis O'Connell, William Pye.

Judges

The Awards have always attracted distinguished judges from the art, architectural, media and business communities.

Judges have included Andrew Chadwick (Principal Architect, Chadwick International), Sherban Cantacuzino CBE (Royal Fine Art Commission), Ben Johnson RCA (Artist), Richard Kauntze, (CEO, British Council for Offices) Sir Richard MacCormac CBE PPRIBA RA, Michael Manser CBE RA PPRIBA RWA, Daren Newton (Publishing Director, Icon Magazine), Wendy Taylor CBE (Sculptor), Colin Tweedy OBE (Chief Executive, Arts & Business), Sir Peter Wakefield KBE CMG (former Director of the National Art Collections Fund), The Lady Vaizey (art critic)

Organisation

The Awards are organised and promoted by International Art Consultants Ltd/Art for Offices on behalf of the Wapping Arts Trust.



Supported by



Media Partner



www.ibp.org.uk

Organised by



The Wapping Arts Trust

15 Dock Street

London E1 8JL

T +44 (0) 20 7481 1337

F +44 (0) 20 7481 3425

E awards@artandworkawards.co.uk

www.artandworkawards.co.uk

The Award Categories

- The (*sponsor name*) Award for an outstanding contribution to art in the working environment by an architectural or interiors practice or a developer

Target Entrants: Architecture & Interior Design Practices;
Property Developers

- The (*sponsor name*) Award for a work(s) of art commissioned for a specific site in a working environment

Target Entrants: Corporate/Commercial end-users;
Architectural & Interior Design practices; Property Developers;
Artists

- The (*sponsor name*) Award for a corporate art programme

Target Entrants: Corporate End-users; Art Consultancies; PR
Consultants

New Award for 2008

For 2008 there will be a new award

- The (*sponsor name*) National Award for the best work of art by a full time employee, to be entered by the company

Target Entrants: Corporate End-user HR and PR departments

In each category the winning organisation will receive a specially commissioned work of art, with certificates of commendation presented to runners up at the discretion of the judges. The main cash award will go directly to the artist(s) who are most closely associated with the winning project, providing valuable support and encouragement to the arts community.



Supported by



Media Partner



www.ibp.org.uk

Organised by



The Wapping Arts Trust
15 Dock Street
London E1 8JL
T +44 (0) 20 7481 1337
F +44 (0) 20 7481 3425
E awards@artandworkawards.co.uk
www.artandworkawards.co.uk

Sponsorship Benefits

The year-long Art & Work Awards programme will provide excellent opportunities for sponsors to promote their brand while enjoying a series of art-related corporate entertainment events and media campaigns.

- Events to mark the launch and the presentation of the Awards will provide occasions for entertaining clients, and networking and developing relationships with new contacts.
- An extensive PR campaign will promote the association of the sponsors with the Art & Work Awards from launch in autumn 2007, through the entry, judging and short listing stages in spring 2008, to the announcement of the winners at the Awards Dinner later in 2008.

Marketing and Branding

Sponsors will be acknowledged in trade, technical and national press releases, and their logos will be used on all promotional material including entry forms, posters, advertisements, Awards dinner invitations and branding at the dinner itself.

Invitations to enter the Awards will be distributed to an extensive database of corporate and commercial end-users, public relations consultancies, property developers, architects, interior designers, arts organisations and artists.

PR and Advertising

Advertisements and editorial for each Award category will provide focused profile opportunities for each sponsor in the business sector which is most relevant to them.

Face-to-Face Promotion

The Awards will be promoted by the organisers via a programme of CPD and other face-to-face presentations to architectural and interior design practices and property developers.

The new Award for the best work of art by an employee will be heavily promoted to businesses with existing art programmes.

Website

Sponsors will be shown on the Awards website throughout the year, with a company profile and link to their own website. This will give sponsors the opportunity to highlight the importance that they place on art in their own offices.



Supported by



Media Partner



www.ibp.org.uk

Organised by



The Wapping Arts Trust

15 Dock Street

London E1 8JL

T +44 (0) 20 7481 1337

F +44 (0) 20 7481 3425

E awards@artandworkawards.co.uk

www.artandworkawards.co.uk

The Wapping Arts Trust

Registered Charity No.295081

Art & Work Awards 2008

Awards Dinner

The highlight of the 2008 Awards will be a Presentation Dinner at a top London venue. A prestigious guest speaker will address up to 250 guests who are leaders in their fields in the business, property and design communities.

Sponsorship will be acknowledged by the Awards Chairman during the evening, in the presentation branding, certificates and award trophies, and in the official programme

Sponsors may also invite a representative of their choice to present the Awards in their category providing valuable photography opportunities.

Sponsors will continue to benefit after the Awards Dinner from the public and PR profile attracted by the winning projects.

(While guaranteed mention of sponsors in the press is more or less beyond the control of the Awards organisers, press releases will be prepared, for each category, to include the sponsors name and circulated to reach the media the morning following the Awards dinner.)

Levels of Sponsorship

- **Lead Sponsor of 2008 Art & Work Awards** Cost £20,000

The name of the 2008 Art & Work Awards will include that of the lead sponsor ie The 2008 *(name of sponsor)* Art & Work Awards.

In addition to extensive PR and marketing opportunities the lead sponsor will have two tables for ten at the Awards Dinner

- **Sponsor of one of the four award categories** Cost £10,000
- The four individual award categories will be named after their sponsor ie The *(sponsor name)* Award for a Corporate Art Programme

In addition to extensive PR and marketing opportunities the individual award sponsors will each have a table for eight at the Awards Dinner

- **Sponsor of the Awards Presentation Dinner** Cost £10,000

In addition to extensive PR and marketing opportunities the Awards Dinner sponsor will have a table for eight at the Dinner

For further information please contact:

Peter Harris, Chairman The Wapping Arts Trust T +44 (0)7831 53 99 56

E peter@artandworkawards.co.uk

or Amanda Basker T +44 (0)7710 26 90 32 E amanda@artandworkawards.co.uk

Supported by



Media Partner



www.ibp.org.uk

Organised by



The Wapping Arts Trust
15 Dock Street
London E1 8JL
T +44 (0) 20 7481 1337
F +44 (0) 20 7481 3425
E awards@artandworkawards.co.uk
www.artandworkawards.co.uk