

ARTEXPRESS *Virtual*

2022 Sponsorship Prospectus



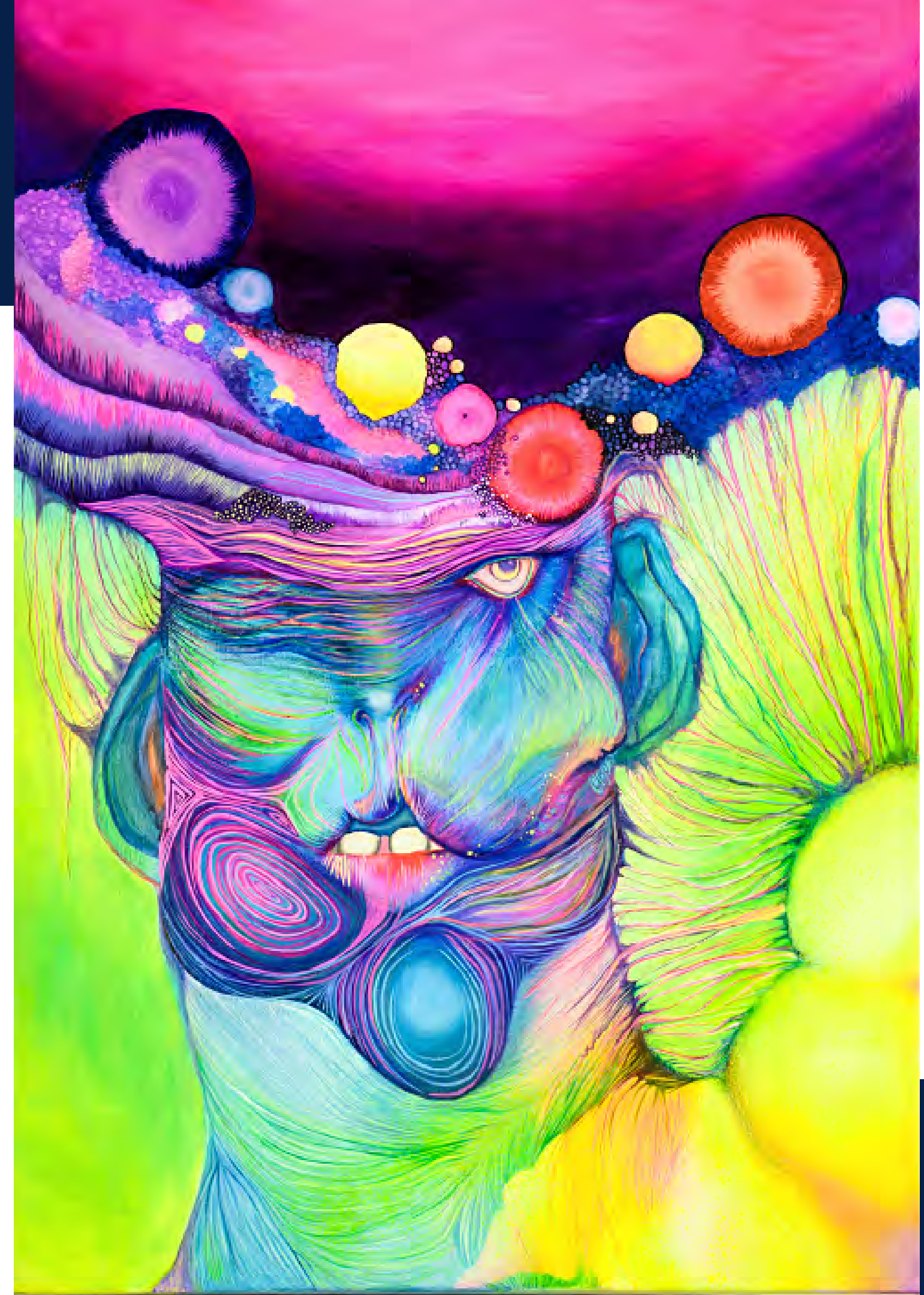
Invitation to Partner

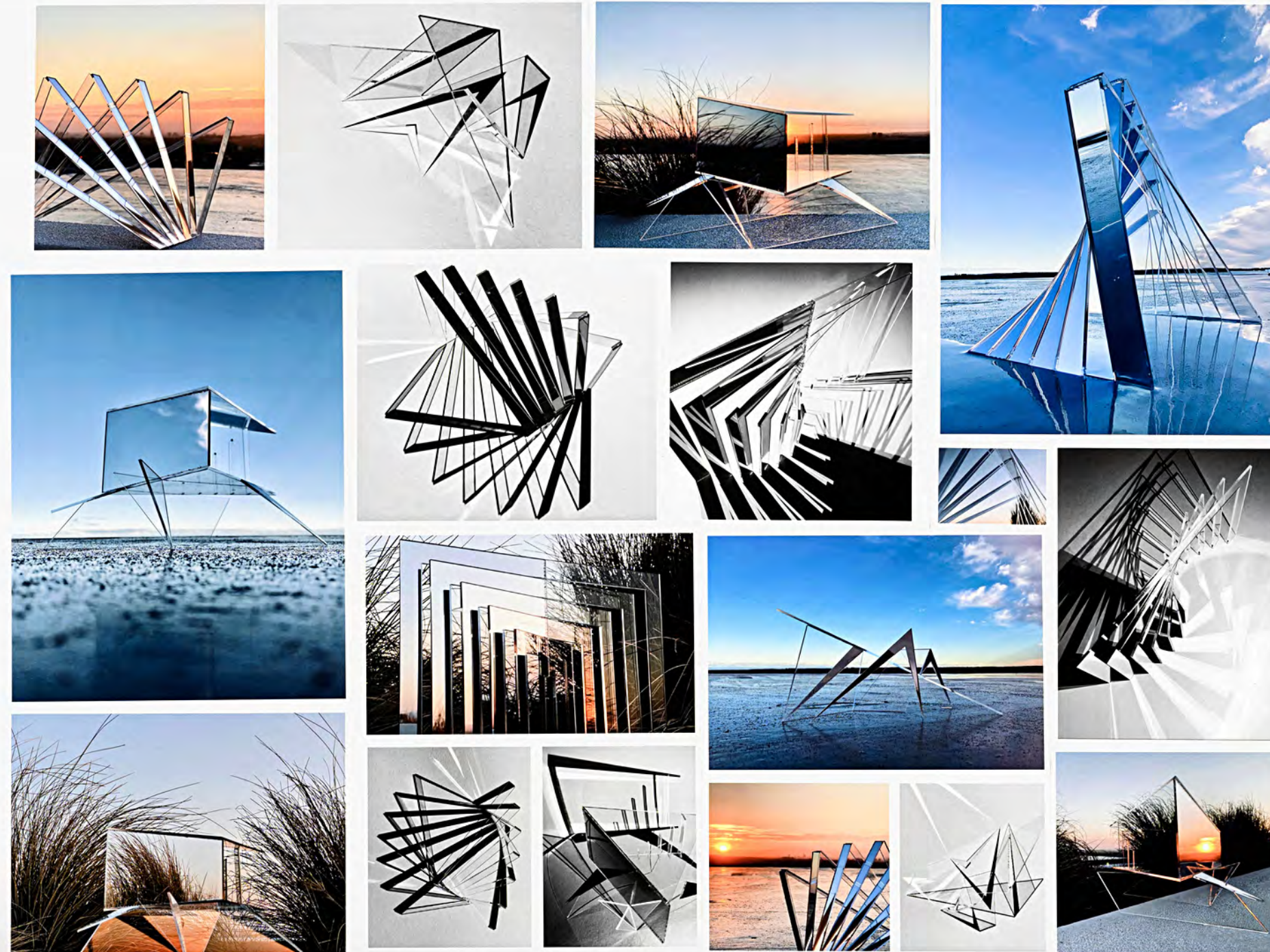
PARTNER WITH NSW DEPARTMENT OF EDUCATION

The NSW Department of Education is seeking expressions of interest from organisations wishing to partner in support of NSW public school students and staff across a variety of arts education programs in 2022.

ART EXPRESS VIRTUAL

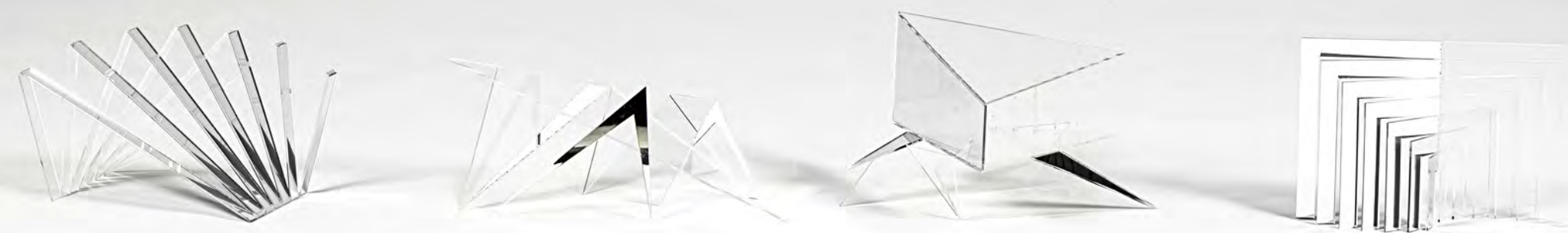
ARTEXPRESS Virtual is an initiative of The Arts Unit of the NSW Department of Education. Drawn from works selected for ARTEXPRESS, it is a digital showcase of some of the exemplary artworks submitted for the previous year's Higher School Certificate. ARTEXPRESS is a joint partnership between the New South Wales Department of Education and the NSW Education Standards Authority (NESA).





Fast facts

- Over 124,000 page views
- Over 19,500 sessions
- Viewed by users from over 20 countries
- Accessed by over 18,000 teachers
- A broad range of forms including photo media, drawing, painting, sculptures, textile, print making, ceramics, multimedia
- Exhibition selected to capture diverse topics, themes and interests of our youth and community
- Countless touchpoints and opportunities to engage





Key audiences

01 STUDENTS

Year 9 to 12 students from metropolitan, regional, rural and remote areas of NSW.

02 TEACHERS

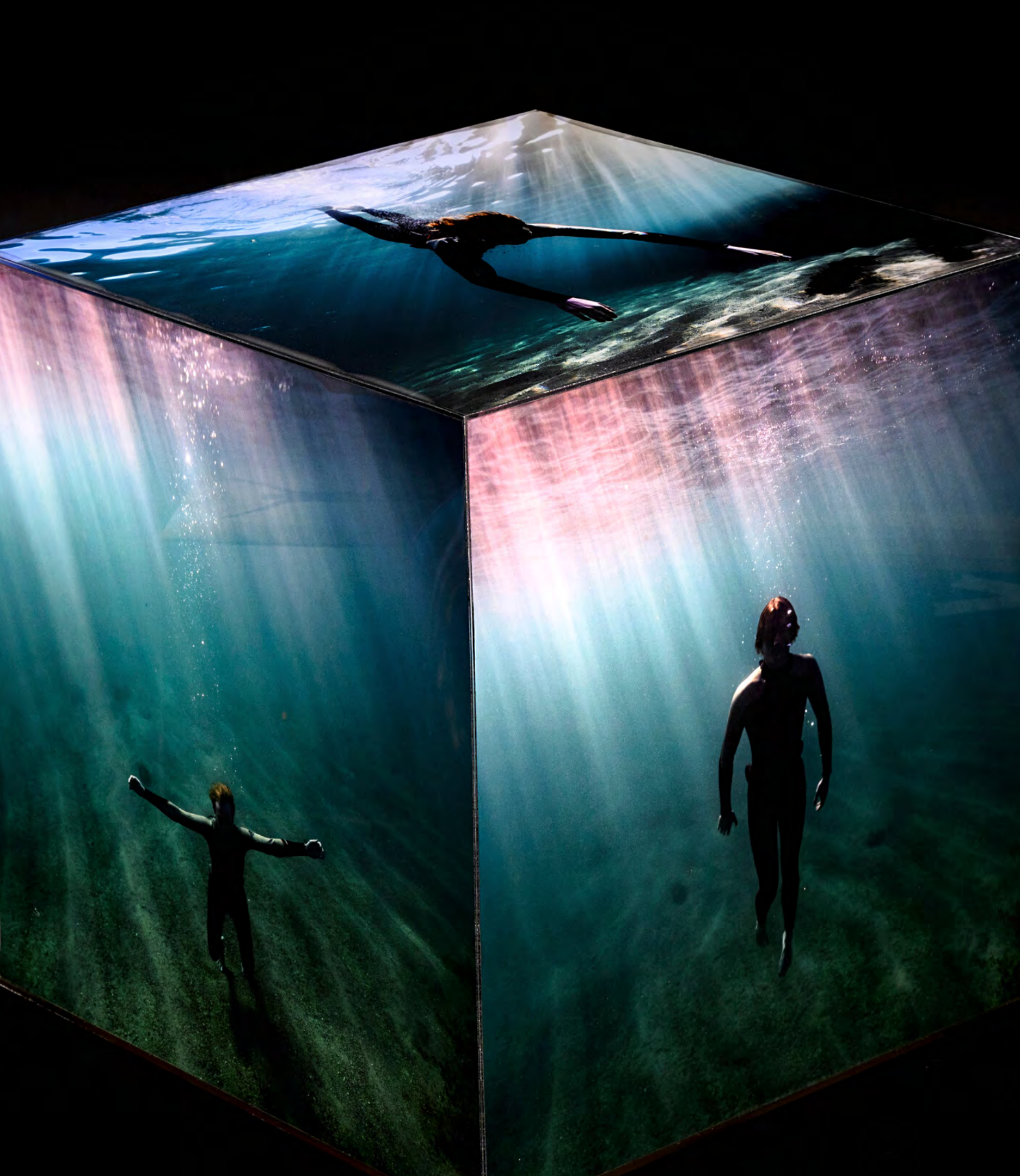
Grass roots classroom teachers to visual arts teachers and school staff.

03 PARENTS

Supporters behind the young artists who engage with ARTEXPRESS Virtual as well as live and virtual events.

04 SCHOOL AND WIDER COMMUNITY

Broader community members, relatives and general public engaging with ARTEXPRESS Virtual.



Key opportunities

BE VISIBLE

Expand your brand exposure across a range of collateral distributed to students and teachers.

BE KNOWN

Increase your reach via a tailored communications package, including sponsor content across a range of virtual and digital channels.

BE A GAMECHANGER

Make an impact on the development, achievements and wellbeing of thousands of NSW students, schools and their communities.

Value added by your investment

02

INCLUSION OF EMERGING TECHNOLOGIES

Providing state-of-the-art learning and teaching experiences to meet the needs of innovative schools and creative teachers.

01

INCREASED STUDENT PARTICIPATION

Increasing equity by reducing the cost barrier for all participating students and expanding online activities and virtual engagement.

03

EXPANDED TEACHER RESOURCES & TRAINING

Enriching and expanding the suite of teacher professional learning opportunities that impact directly on quality teaching and student outcomes.



Sponsorship Opportunity

Major Sponsor

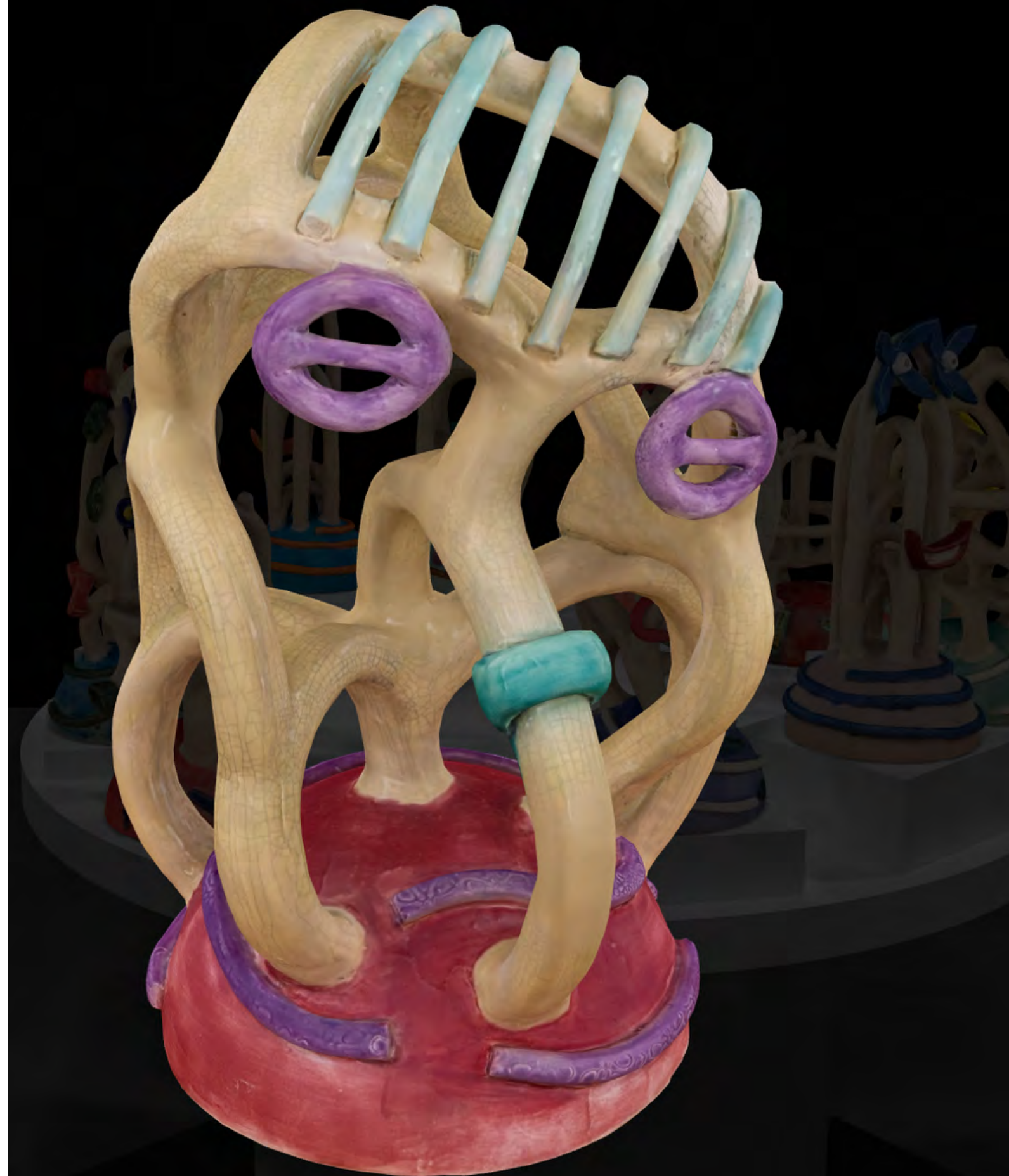
EXCLUSIVE - 60K + GST

Be the featured brand across the virtual exhibition, a tailored benefits package and comprehensive communication plan.

Benefit from brand exposure across all live exhibitions and receive a tailored benefits package including networking opportunities and communications.

Take advantage of the opportunity to work with teachers in developing their professional learning which ultimately supports student learning.

↓ DROP



Sponsor benefits

TAILORED BENEFITS PACKAGE

- designed to meet your organisation's strategic goals and priorities

LOGO PLACEMENT

- positioned on communications and a range of printed and digital collateral

SPONSOR CONTENT

- communicated through our website, social media and video messages

NETWORKING OPPORTUNITIES

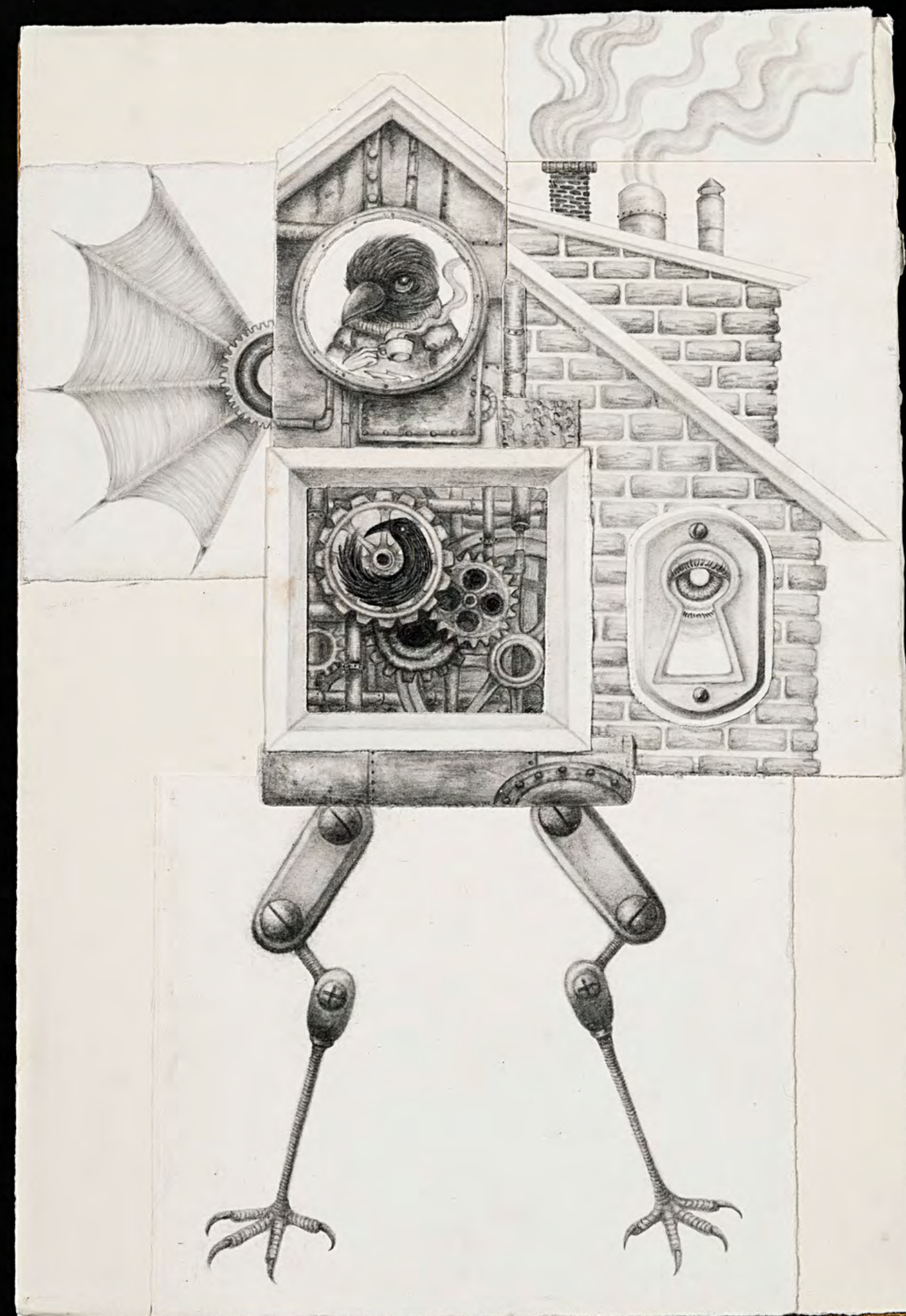
- offered at key ceremonies and networking events with Department of Education executive



Timeline

SPONSOR ACQUISITION & MAJOR EVENTS

February / March	Expressions of Interest
	Negotiations
March	Contract finalised
	Collateral and branding finalised
March or July	Invoice issued
May	ARTEXPRESS Virtual 2022 launches
February 2023	Evaluation & reporting
April 2023	Sponsorship agreement renews or concludes





'ARTEXPRESS Virtual is an invaluable learning tool for my students. It was the only exhibition we were able to access at all last year. The interactive platform allowed me to show students what it's like to visit a real gallery space.'

Visual Arts Teacher - Rural NSW



Contact details

Sandra Copeman

Manager, Business Engagement & Development

Arts, Sport and Initiatives

MOBILE PHONE

0408 696 571

EMAIL ADDRESS

sandra.copeman@det.nsw.edu.au

WEBSITE

[Art Express](#)