

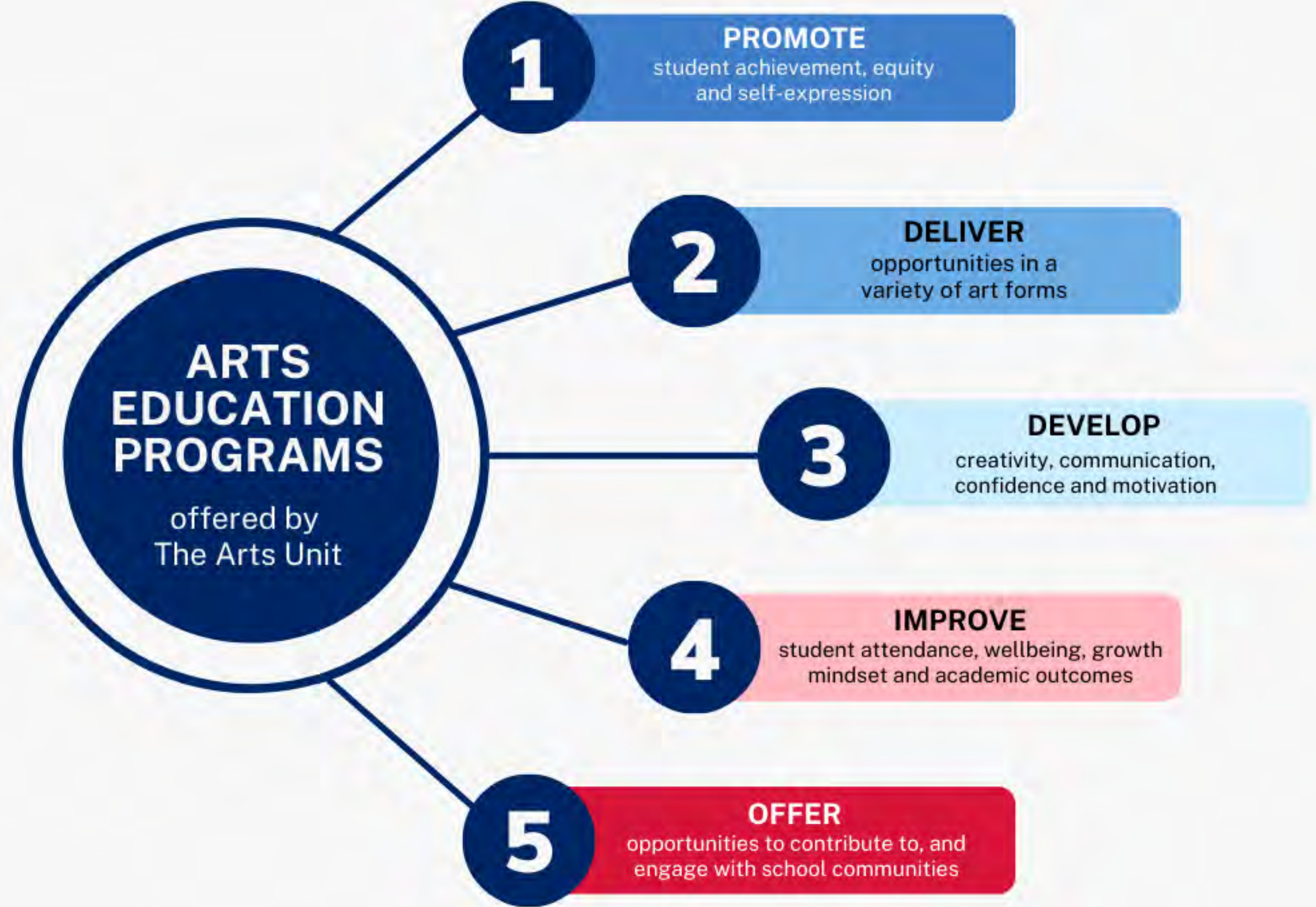
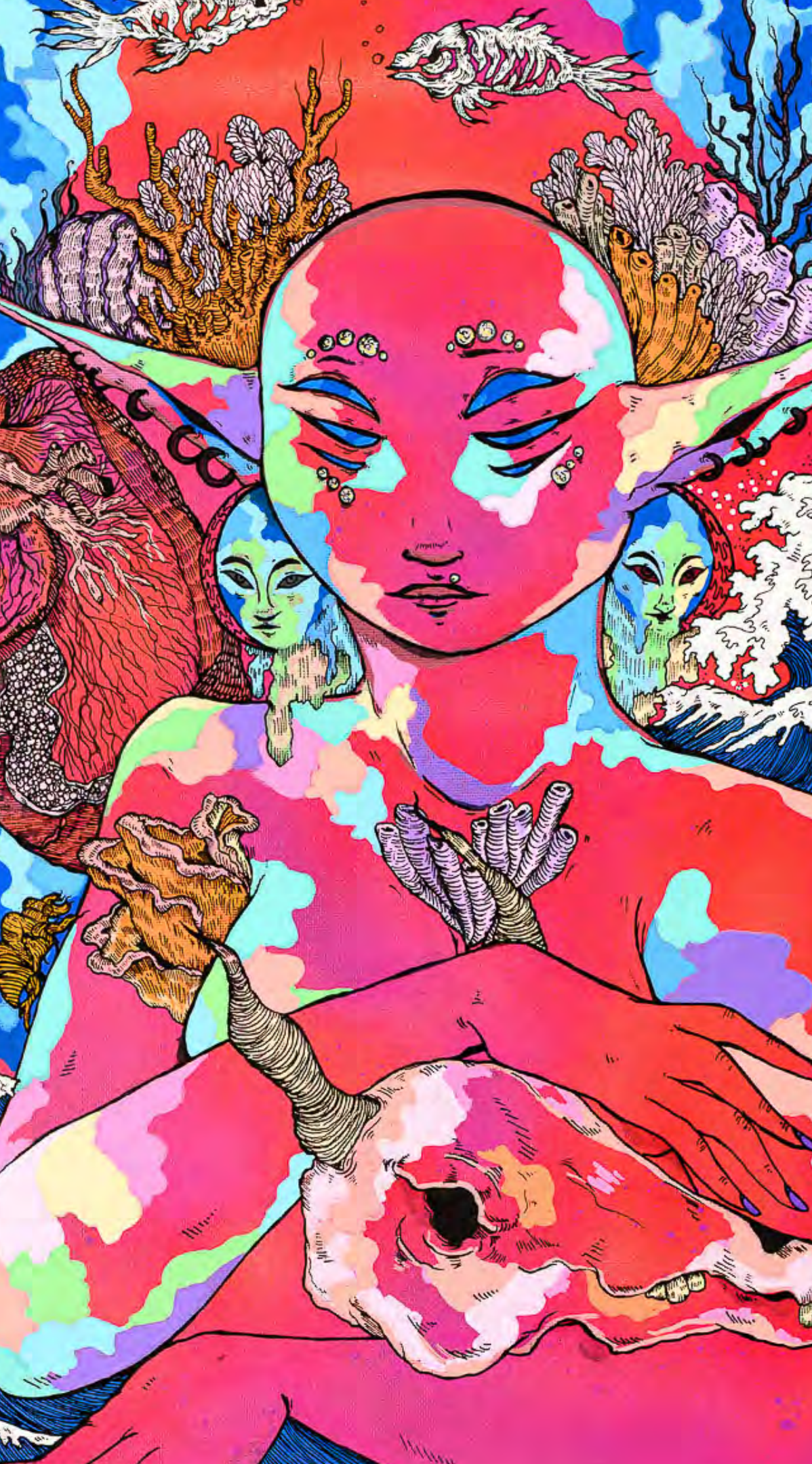
NSW Department of Education



ARTEXPRESS

2024 Sponsorship Prospectus







ABOUT ARTEXPRESS

ARTEXPRESS is a collaboration between the NSW Department of Education and the NSW Education Standards Authority (NESA).

As a cross sector program and part of the HSC Showcase season, exhibitions are staged annually at the Art Gallery of NSW and at a number of regional galleries.

ARTEXPRESS Virtual is an initiative of the department's Arts Unit. ARTEXPRESS Virtual is a curated exhibition of 55 artworks each year, providing an archival digital showcase of some of the exemplary artworks submitted for the Higher School Certificate.

FAST FACTS

1

14,944 STUDENT VISITORS

attended the major ARTEXPRESS exhibition at the Art Gallery of NSW in 2023.

2

266 STUDENT EXHIBITORS

in 2023, across 10 individually curated ARTEXPRESS exhibitions

3

8 EXHIBITIONS IN 2024

staged statewide as well as at the Art Gallery of NSW and online via ARTEXPRESS Virtual.

The Art Gallery of NSW celebrated 40 Years of ARTEXPRESS in 2023.

4

OVER 358,000 PAGE VIEWS

of the 2020, 2021 and 2022 ARTEXPRESS Virtual exhibits combined with views increasing for each new year.

5

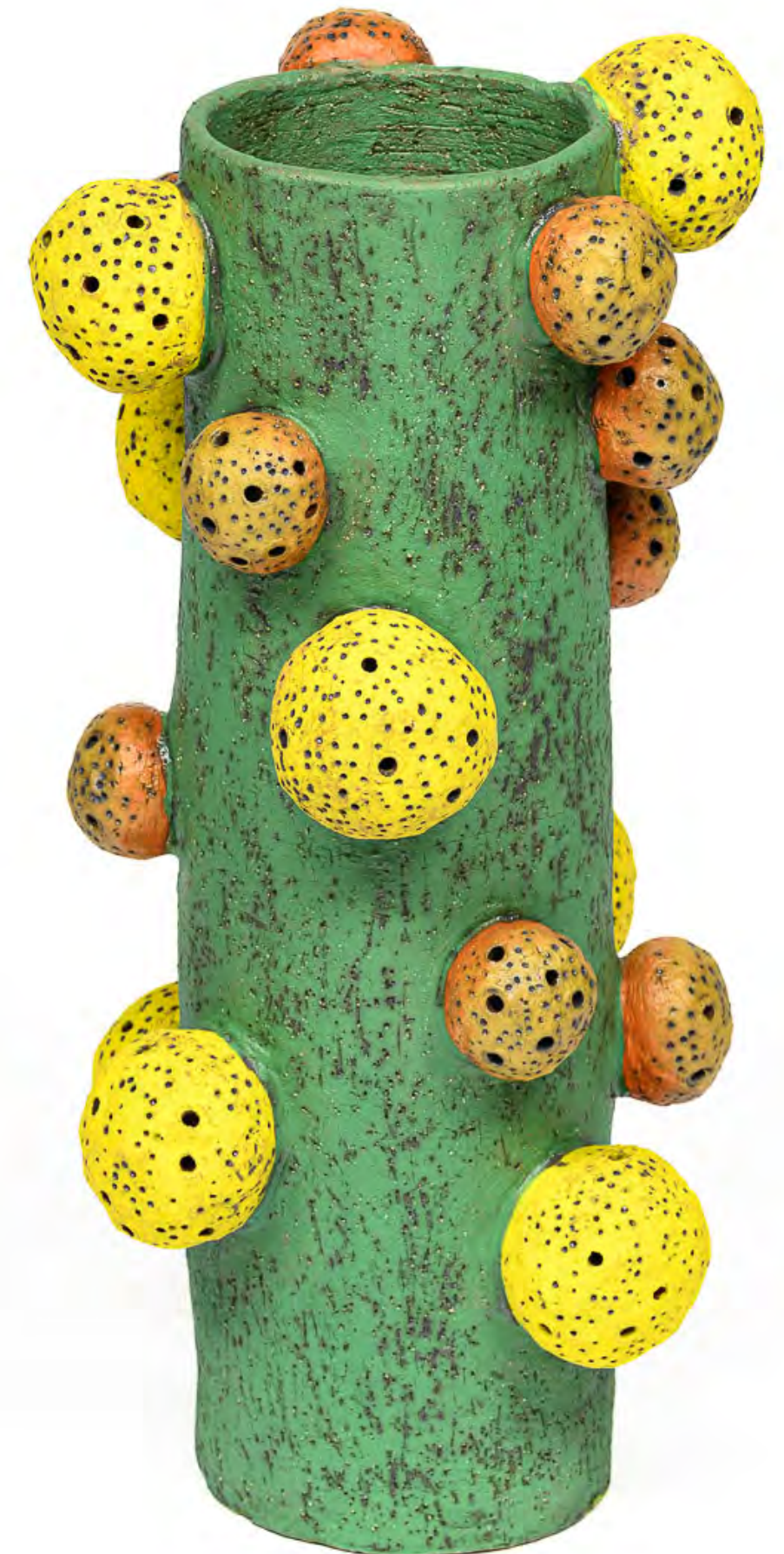
WORKSHOP PROGRAM

offering professional learning and workshops delivered in partnership with ARTEXPRESS and the galleries, delivered to students and teachers.

6

EXPRESSIVE FORMS

including photomedia, drawing, painting, sculptures, textiles and fibre, print making, ceramics, graphic design, documented forms, collection of works and time-based works.



KEY AUDIENCES



STUDENTS

ARTEXPRESS is open to students from public, catholic and independent schools. It caters for students from Kindergarten to Year 12 from metropolitan, regional, rural and remote areas of NSW.



TEACHERS

Teachers bring students to the gallery setting for annual excursions and use the available online content as a valuable teaching and learning resource in the classroom.



COMMUNITIES

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

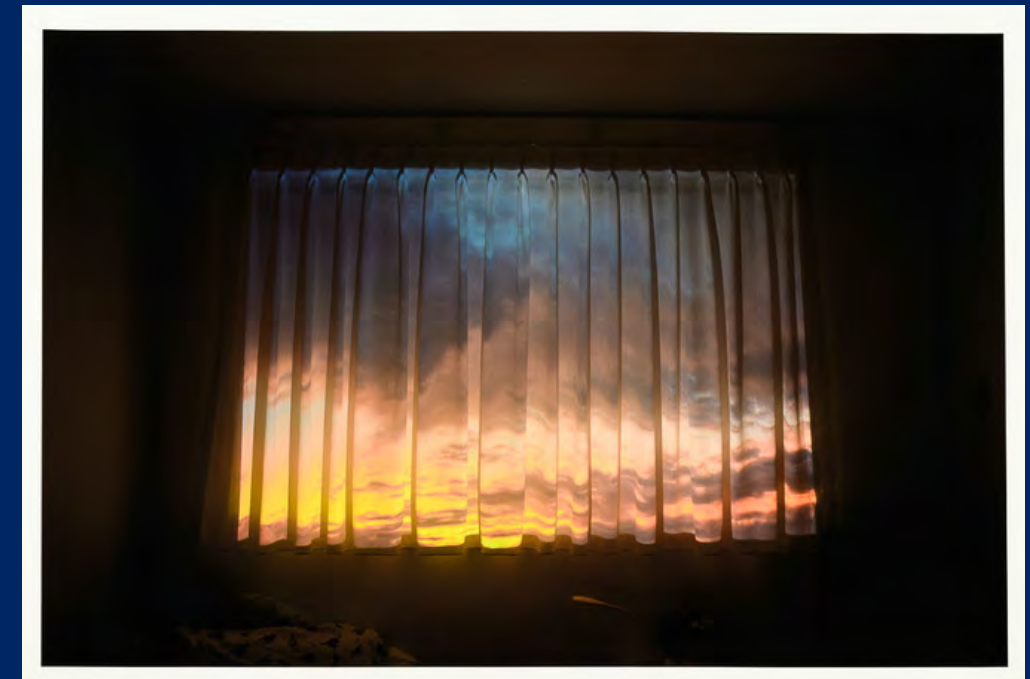


'The diversity of materials and inspired ideas that have emerged, highlight the resilience of these students and the commitment they had for their art practice and creative selves.'

Curator, ARTEXPRESS Virtual

"You also get so many opportunities with ARTEXPRESS - ways to share your ideas and processes...I presented my ideas to current high school students."

Exhibiting student, Turrumurra High School



ADDING VALUE TO OUR PROGRAMS



ACCESS

**Supporting student
participation**

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



PROFESSIONAL LEARNING

**Developing teachers'
skills**

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



RESOURCES

**Expanded learning
experiences**

Expanding the suite of accessible teaching resources that impact directly on quality teaching and secondary student outcomes.

3 WAYS YOUR INVESTMENT MAKES A DIFFERENCE

INVITATION TO PARTNER



The NSW Department of Education is seeking expressions of interest from organisations wishing to partner in support of NSW public schools through the ARTEXPRESS programs in 2024



MAJOR SPONSOR

100K + GST

Exclusive

Benefit from brand exposure across all aspects of ARTEXPRESS and ARTEXPRESS Virtual, a tailored communication plan and benefits package including:

Logo placement

Your logo displayed at all exhibitions across metropolitan, western and regional areas of NSW.

Speaking opportunity or online sponsor presence

Opportunity to speak at scheduled opening events for ARTEXPRESS throughout the year where available, or placement of a sponsor message on the ARTEXPRESS website.

Video message

Positioned on the ARTEXPRESS Virtual website, your sponsor-produced video message will acknowledge and inspire both 2024 exhibitors and website visitors.



ARTEXPRESS VIRTUAL PARTNER

30K + GST Exclusive

ARTEXPRESS Virtual will be in its 5th year in 2024, building on its already diverse and expansive educational resource for the Stage 6 Visual Arts course. The exhibition will be officially launched July/August and will remain accessible as a permanent resource.

A tailored sponsorship package can be negotiated to meet your organisation's objectives.

“ARTEXPRESS Virtual is used in classrooms across the state. It is a valuable teaching and learning resource, with an archive of outstanding artworks that students and teachers use as reference to refinement and the marking standards”

- ARTEXPRESS Project Officer



SPONSOR BENEFITS

CUSTOMISED BENEFITS
PACKAGES ARE
DEVELOPED TO MEET
YOUR PRIORITIES AND
OBJECTIVES



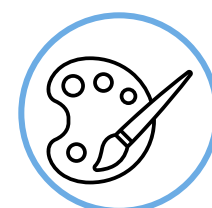
BRAND EXPOSURE

Logo positioned in exhibitions, communications and a range of printed and digital collateral.



SPONSOR CONTENT

Communicated through our website, social media and video messages.



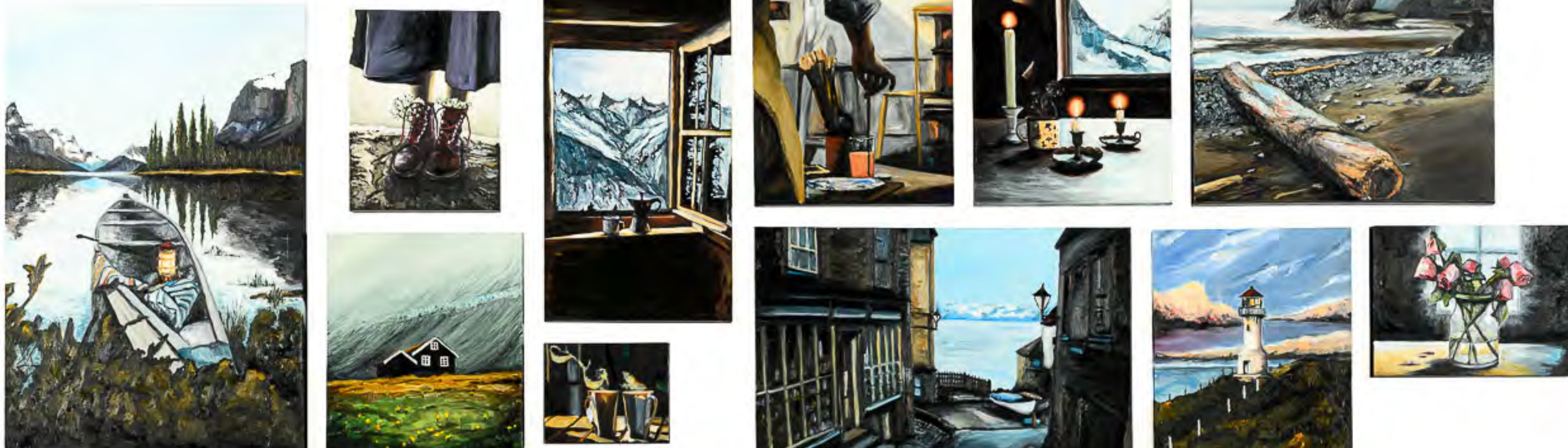
ACTIVATIONS

Ranging from social media competitions to workshops and product sampling.



NETWORKING

Opportunities offered at key exhibition launches involving education department executive.



SPONSORSHIP AND PROGRAM TIMELINE



2023	August / September	Expressions of interest
	October	Negotiations, contracting and invoicing
	November	Collateral design and approvals
2024	February	Art Gallery of NSW exhibition opening
	July/August	ARTEXPRESS Virtual Preview

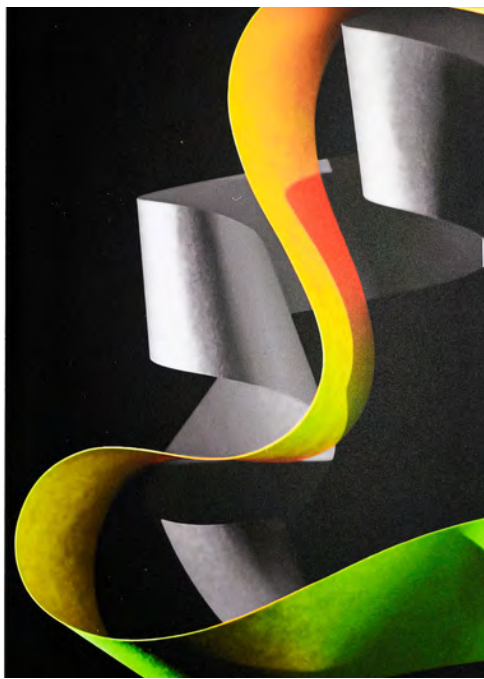
SEE FOLLOWING PAGE FOR DETAILS OF ADDITIONAL EXHIBITIONS.

2024 EXHIBITIONS

Art Gallery of NSW February - May

As principal Venue Partner, the Art Gallery of NSW celebrated 40 years of ARTEXPRESS in 2023.

The exhibit included 45 artworks and the gallery hosted two celebratory Art After Hours events.



METROPOLITAN

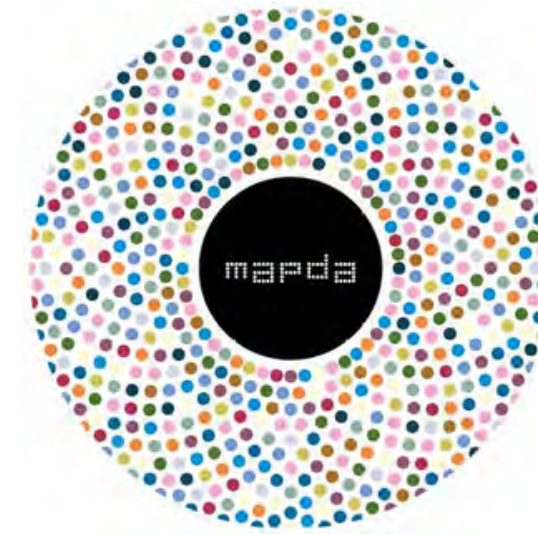
Hazelhurst Arts Centre
Additional metropolitan galleries
to be confirmed



REGIONAL

Tamworth Regional Gallery
Ngununggula Gallery Bowral
Coffs Harbour Regional Gallery
Cowra Regional Gallery

2022 MAPDA AWARD WINNER



In 2022, ARTEXPRESS Virtual won the Virtual Exhibition category (Level B) at the Museums Australasia Multimedia Publication and Design Awards (MAPDA).

The judges described the exhibition as:
'An extremely impressive achievement, a virtual walkthrough with supporting resources on the website. The walkthrough is simple to navigate (StreetView style), and with excellent 3D modelling of the many objects on display.'

GET IN TOUCH

Contact us to explore the possibilities of sponsoring in a way that meets your level of support and targeted objectives.

Sandra Copeman

Manager, Business Engagement & Development
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ARTEXPRESS
ARTEXPRESS VIRTUAL

