

ARTEXPRESS

2023 Sponsorship Prospectus





ARTS EDUCATION

As a leader in Arts education, the NSW Department of Education promotes student achievement, equity and expression by offering diverse opportunities in a variety of artforms and in a variety of settings.

An arts rich education encourages students from an early age to develop individual creativity and self-expression. School-based arts participation can increase learners' confidence and motivation, thereby improving school attendance, academic outcomes and the wellbeing and life skills of children and young people.

Arts education also promotes communication skills and a growth mindset, and is an important part of the culture of NSW public schools. Extension programs, arts experiences, professional learning and resources offered to schools and, students by the NSW Department of Education's Arts Unit create viable opportunities for sponsors to engage with students, teachers and school communities.



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. Drawn from works selected for ARTEXPRESS, it provides a digital showcase of some of the exemplary artworks submitted for the previous year's Higher School Certificate.



FAST FACTS

1

9,000 STUDENT VISITORS
attended the major ARTEXPRESS
exhibition at the Art Gallery of NSW
in 2022.

2

345 STUDENT EXHIBITORS
including 300 students exhibiting at
galleries and 45 through
ARTEXPRESS Virtual

3

10 EXHIBITIONS
staged statewide as well as at the Art
Gallery of NSW and online via
ARTEXPRESS Virtual. The Art Gallery
of NSW will celebrate 40 Years of
ARTEXPRESS in 2023.

4

OVER 110,000 PAGE VIEWS
of the 2020 and 2021 ARTEXPRESS
Virtual exhibits during 2021

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 of ARTEXPRESS Virtual

'Being part of ARTEXPRESS, and given the opportunity to showcase my work in a setting like that, is all that I wanted out of my HSC. It's all that I could have asked for!'

Exhibiting student, Wyndham College



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

Enhancing 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 program in 2023.

PRINCIPAL SPONSOR

150K

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

An exclusive opportunity to address dignitaries, department executives and guests at the official launch of ARTEXPRESS 2023.

Video Message

Positioned on the ARTEXPRESS Virtual website, your sponsor-produced video message will acknowledge and inspire both 2023 exhibitors and website visitors.



VALUE-IN-KIND SUPPORTER - MIN 30K

There are many ways to enhance the teaching and learning experiences of HSC students and their teachers through the contribution of valuable in-kind support.

Examples of products that can significantly complement Visual Arts resources are:

- High-quality art supplies
- Technical equipment
- VR headsets

Benefits are negotiated based on the level of contribution.

Tailored packages available



SPONSOR BENEFITS

CUSTOMISED BENEFITS
PACKAGES ARE
DEVELOPED TO MEET
YOUR PRIORITIES AND
OBJECTIVES



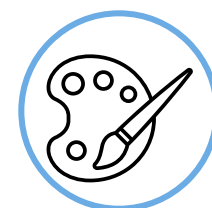
BRAND EXPOSURE

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

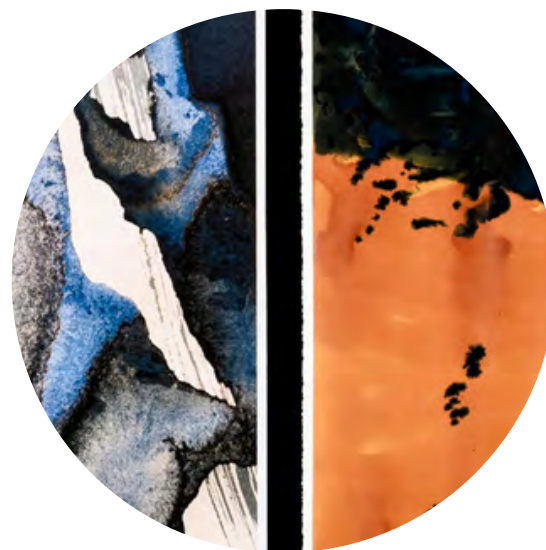


NETWORKING

Opportunities offered at key exhibition launches involving education department executive



SPONSORSHIP AND PROGRAM TIMELINE



2022

- October Expressions of Interest
- November Negotiations
Contracting / invoicing
- December Collateral design & approvals

2023

- February Art Gallery of NSW exhibition launch
- July/August ARTEXPRESS Virtual launch

See following page for details of 8 additional exhibitions.

2023 EXHIBITIONS

Art Gallery of NSW

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

The exhibit will include 45 artworks and the gallery will host two celebratory Art After Hours events.

Due to the Sydney Modern Project opening in December 2022, it is anticipated to be a busy year for the gallery.

Feb - May



METROPOLITAN

Hazelhurst Arts Centre

11 Feb - 10 Apr

Sydney Olympic Park

6 Mar - 16 Apr

Bondi Pavilion Gallery

19 Aug - 24 Sept



WEST REGION

Blue Mountains Cultural Centre

27 May - 16 Jul

**Hawkesbury Regional Art
Gallery**

16 Jun - 13 Aug



REGIONAL

Western Plains Cultural Centre

18 Feb - 30 Apr

Mudgee Arts Precinct

29 May - 31 Jul

Glasshouse Regional Gallery

1 Jul - 17 Sept



ARTEXPRESS VIRTUAL

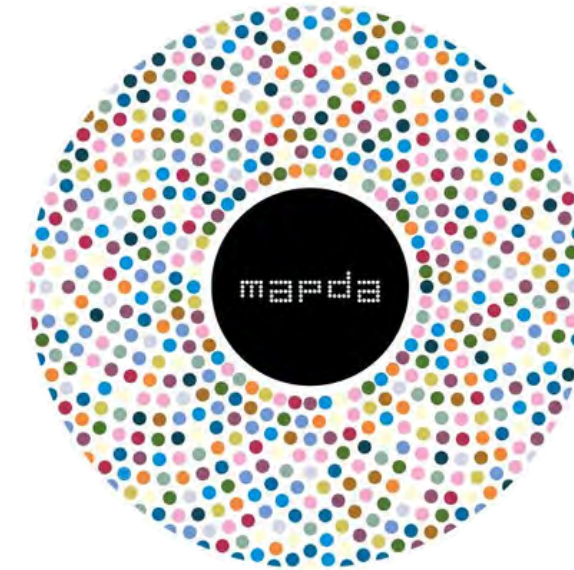
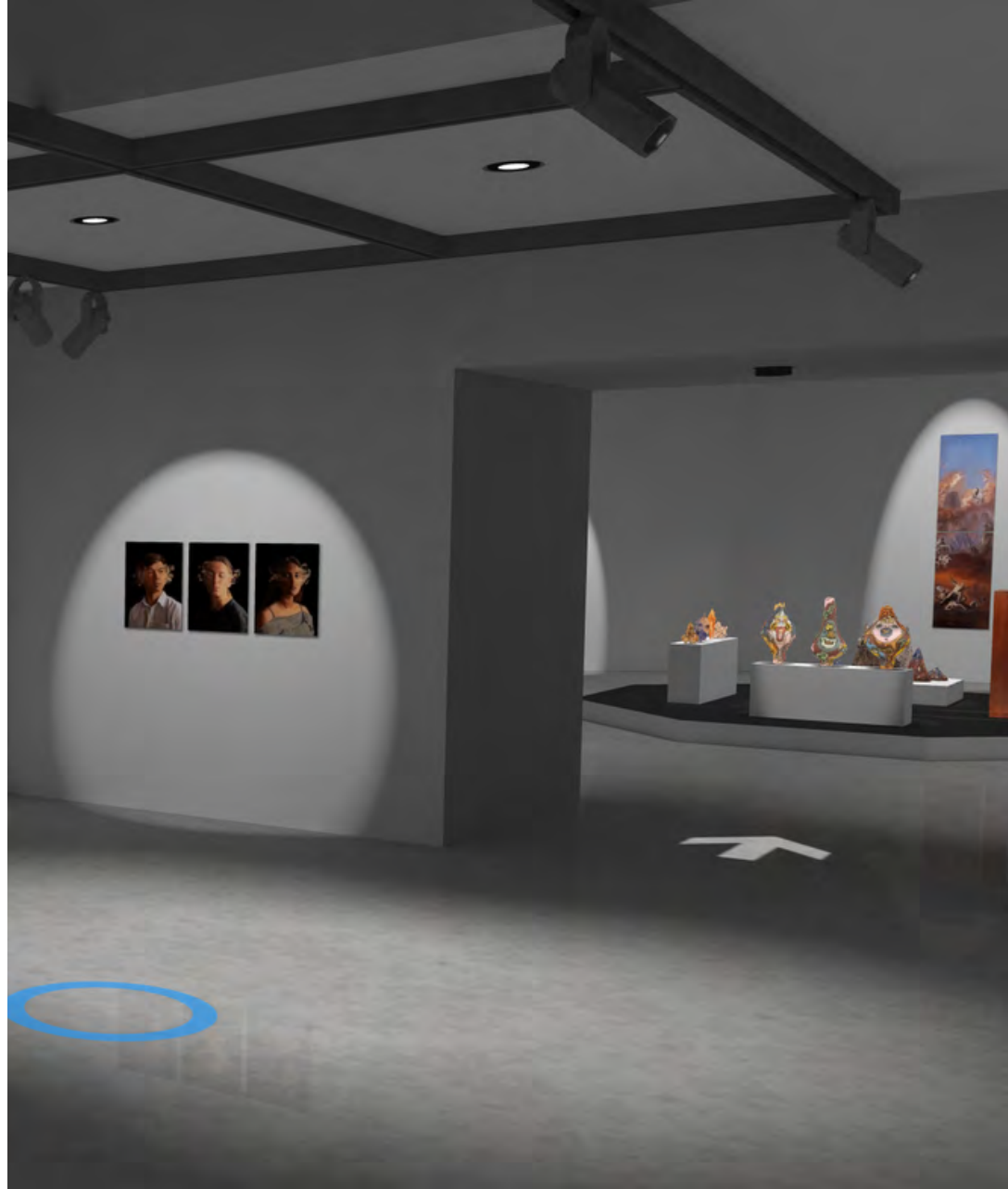
ARTEXPRESS Virtual will be in its 4th year in 2023, building on its already diverse and expansive educational resource for the Stage 6 Visual Arts course. The exhibition will be officially launched July/August and will remain accessible as a permanent resource.

"These pieces are a testimony to the hard work and commitment shown by students during 2021, and I'm thrilled that the virtual display will allow their hard work to shine all over the world. The artworks are nothing short of amazing, and I encourage everyone to take the time to view the virtual exhibition."

**Minister for Education and Early Learning the
Hon Sarah Mitchell MLC, The Leader 2022**



2022 MAPDA AWARD WINNER



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

The judges described the exhibition as: 'An extremely impressive achievement, being both a virtual walkthrough and 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.

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ARTEXPRESS
ARTEXPRESS Virtual

