



YOUR COMPANY. HOW SPONSORING THE ARTS CAN LIFT YOUR PROFILE? WE CAN HELP.

Private viewings provide plenty of scope for entertainment, after-dinner speeches and corporate mingling.

Now the commercial benefits of corporate sponsorship are widely recognised on both sides of the fence.

"Business sponsorship of the arts is a mutually beneficial commercial relationship which has been shown to deliver a whole range of tangible benefits," says Russell Jones, director of operations at Arts & Business, which promotes partnerships between the two sectors.

Benefits for companies include the chance to promote brands, entertain clients, kick off a few deals amid ambient surroundings and provide perks for staff.

According to Arts & Business' head of marketing, Paul Brown, companies also use the arts to build links with their local communities.

As the arts regularly demonstrate their contribution to the bottom-line as well as their impact in improving the lives of so many people in the communities...

ABOUT THE LSA

LSA is a pro-active organisation seeking to promote the Visual Arts in Leamington Spa and Warwickshire.

Our membership consists of both artists and supporters of the Visual Arts. Although located in Leamington Spa in the Town Centre, LSA invites artists throughout the Midlands and further a field to join the Association.

GALLERY150 is 150sq metres of LSA Exhibition space Regent Court Shopping Centre 9 Livery Street, Leamington Spa, Warwickshire, CV32 4NP.

Warwickshire houses an extensive array of artistic talent. Many in the art world focus on the artists in London and other major UK cities and can overlook the talent based elsewhere in the country. Those of us in the know have a different view!

Support for the LSA

"We are always looking for reasons to pick the phone up to clients without seeming like a hard sell, running an exhibition was simply an invitation to an unusual evening, however it gave us a chance to re-open dialogue."

"Through the LSA I discovered an artist who really moved me. Every time I walk past the piece I bought, it brings a smile to my face."

"Owning original art is not just in the realms of the rich and famous, we are surrounded by talent, the LSA gives people like me a chance to find it."

"Running an exhibition at our premises on a traditionally quiet day, meant more people through the door and better takings"

Regent Court Shopping Centre 9 Livery Street, Leamington Spa, Warwickshire, CV32 4NP

www.lsa-artists.co.uk

Sponsorship Details

Yes! I would like to be a **Corporate Sponsor** and help the LSA promote local artists.

- I would like a Bronze annual corporate membership @ £100 per annum
- I would like a Silver annual corporate membership @ £450 per annum
- I would like a Gold Three Year corporate membership @ £1000

My Details

Name

Company

Address

.....

.....

Telephone

Email

Website

Contact Gerry Smith on 07881 912589

"Fine Art is that in which the hand, the head and the heart of man go together"

John Ruskin



THE LSA DIFFERENCE...

LEAMINGTON STUDIO ARTISTS HAS A PROVEN RECORD OF HELPING BUSINESSES RAISE THEIR PROFILE THROUGH THE ARTS.

Often a corporate entity or a brand will say far more about itself through arts sponsorship than ever it could by way of conventional brand advertising. Bankrolling installations at Tate Modern is not about selling more washing powder, says Lisa Clough, the corporate sponsorship manager at Unilever. "It has been a massive success in terms of brand alliance. For us it is about our corporate brand."

Law & Accountant firms sponsor the arts

to make them appear creative and dynamic to prospective customers. Over one-half (56%) of those with an interest in the Arts say they would "Almost always" or "Frequently" buy a product sponsoring Arts or Cultural events over one that does not. Even more revealing was that almost one-half (48%) with an interest in Art and Cultural events indicated that they hold a "Higher" trust in companies that sponsor these events compared to those who do not.

ARTs SponsorShip

FREQUENTLY ASKED QUESTIONS

Q What do I get for my Bronze corporate membership @ £100 per annum

A You get invites to up to six Previews with wine per year for yourself and partner.

You have your Company name, Logo, Strap line, and Website listed as an LSA Sponsor on the GALLERY150 Exhibition Wall. Size 100 x 15cm. Reciprocal Web Links.

Q What do I get for my Silver annual corporate membership @ £450 per annum.

A You get invites to up to twelve Previews with wine per year for yourself and up to ten guest you want to invite.

You have your Company name, Logo, Strap line, phone No. and Website listed as an LSA Sponsor on the GALLERY150 Exhibition Wall. Size 100 x 30cm. Reciprocal Web Links.

Your Company is listed as a corporate Sponsor in ArtSpace - The Journal of the Leamington Studio Artists.

Preferential advertising rates in ArtSpace and a subscription to ArtSpace included.

Q What do I get for my Gold Three Year corporate membership @ £1000

A You get invites to up to twelve Previews with wine per year for yourself and up to ten guest you want to invite.

You have your Company name, Logo, Strap line and Website listed and phone No. as an LSA Sponsor on the GALLERY150 Exhibition Wall. Size 100 x 40cm. Reciprocal Web Links.

Your Company is listed as a corporate Sponsor in ArtSpace - The Journal of the Leamington Studio Artists.

Preferential advertising rates in ArtSpace and a subscription to ArtSpace included.

You get two Themed Exhibitions of your choice during your membership with exclusive Private viewing for your own clients including LSA speaker and/or the artist. Further Corporate Exhibitions at preferential rates