

Case Study: Arts Service Sponsorship

Workstream
Stakeholder Engagement

Duration
May to August 2010

Budget
£25,000

Outputs

- One major public exhibition incorporating 17 artists
- 82 venues exhibiting in ARThouse, including 11 schools, 13 artist groups and 58 individual homes and studios
- 10 children's theatre events in five parks
- 9,436 attendees at STR sponsored events
- 20,325 Arts Service fliers and posters featuring STR campaign information
- Two high street banners and two commuter platform posters

Background

During Spring/Summer 2010, Richmond Council's Arts Service and Smarter Travel worked in partnership to deliver three projects aiming to increase awareness of STR's cycling initiatives. The aim was to reach art lovers, including the large numbers of families who attend the Arts Service's popular summer festivals.

Projects

- **Cycling Open Exhibition** – which drew on the tradition of art inspired by the dynamics and mechanics of bikes and cycling. The exhibition, sponsored by STR, had about 600 visitors.
- **ARThouse open studios festival** – gave the borough's residents and visitors exclusive insight into artists' homes and studios which were transformed into open galleries. The festival brochure promoted the STR website and offered participants local cycling guides to encourage cycling between venues.
- **Larks in the Parks** – provided 10 children's open air theatre events in parks across the whole borough. The festival brochure map signposted visitors to STR's local cycling guide encouraging people to cycle between venues.

Challenges

- At a time of cutbacks and redundancies, we had to manage the tone and scope of sponsorships to ensure they were not in bad taste and hence open to criticism. Strong links had to be identified between arts events and cycling.
- Ensuring display and artwork was in line with the Smarter Travel branding guidelines and the programme and Arts Service were equally represented.

