

---

ARTSPACE  
AND  
ART PLAY  
SPONSORSHIP  
PROPOSAL  
2024/25



**ARTSPACE** and Art Play provide free, accessible and enriching art based experiences for the community. These programs aspire to create a shared platform where creativity knows no bounds and every individual, regardless of age, cultural background, or skill level, can explore their artistic potential in a welcoming and supportive environment.



## **ARTSPACE at MAC yapang**

**ARTSPACE** is the Museum of Art and Culture yapang's (MAC yapang) weekly artmaking program, designed for children and their families. Led by an art museum educator the activity is inspired by the current exhibitions at the art museum.

Offered free of charge, the program supports healthy development of children through providing an inclusive space to engage in art and foster artistic expression. The art-making sessions promote cognitive development, fine motor skills, emotional expression, imagination, sharing of ideas and self-confidence, all vital components in a child's early years.





## ART PLAY at SEEN@SWANSEA

Art Play is delivered monthly at SEEN@Swansea and combines the realms of art and storybooks to ignite creativity and curiosity in children. Providing an immersive, playful experience where young minds explore the synergy between art and books, fostering a love for both creative expression and literary adventures. These engaging and interactive sessions aim to inspire a lifelong appreciation for art and literature, nurturing a vibrant imagination and a deep connection to the world of storytelling and visual expression.

## YOUNG DOBELL

The Young Dobell is a new competition/ exhibition that was delivered by Lake Macquarie Council as part of the broader Lake Macquarie Dobell Festival in June 2024. Sir William Dobell was an accomplished artist and three-time winner of the Archibald Prize, who was born in the Hunter Region and lived in the Lake Macquarie area.

The Young Dobell competition encourages young budding artists aged 5 – 18 to submit a landscape or portrait artwork (person or pet portrait) for consideration to be included in the Young Dobell finalist exhibition, held at the Museum of Art and Culture in Booragul.

In 2024 Young Dobell attracted over 430 entries, and 70 finalists were selected for the exhibition at MAC yapang. Young Dobell will return in 2025, with entries opening in February/ March 2025.





## PROGRAM IMPACT

ARTSPACE has been a long running program that is immensely popular in the community with a wide variety of families from diverse backgrounds. While Art Play is a new program that has only been operating for twelve months, its audience is growing and is already developing a dedicated following.

ARTSPACE and Art Play engaged:

- ✓ 50 attendees each week at ARTSPACE, equating to more than 2000 attendees per year.
- ✓ 18 attendees to each monthly Art Play session, equating to more than 200 attendees a year.
- ✓ At least two local artists are employed to deliver the programs, providing job opportunities to practicing artists in the community.

The Young Dobell is a new program, which took place for the first time in June 2024. The inaugural year attracted:

- Over 430 entries to the competition
- Over 450 attendees to the opening event at MAC yapang

## WHY GET INVOLVED?

\$5000 per annum will provide funding to ensure enhanced delivery of the ARTSPACE and Art Play programs, providing:

- ✓ Resources and materials to deliver these programs
- ✓ Ability to employ local artists to offer professional guidance to attendees
- ✓ Free program to the community, delivered to an exceptional standard
- ✓ Potential to expand the Art Play program and develop a stronger dedicated following
- ✓ Increased capacity to promote the ARTSPACE and Art Play programs
- ✓ Potential to expand these programs and deliver them at additional venues, including Multi-Arts Pavilion, mima (MAP mima), Windale Creative Hub and Sugar Valley Library Museum at Cameron Park. Three pilot sessions conducted at MAP mima in 2023 attracted over 100 attendees.

A further \$2000 donation in the form of a monetary donation and/or physical prizes (e.g. art materials) will ensure the success of the Young Dobell competition, providing:

- ✓ Incentive and encouragement for young budding artists aged 5–18 to develop their artistic skills by creating artworks for the competition
- ✓ Contribute to providing creative opportunities for young people in our community and exposure for their work in a professional gallery setting
- ✓ Increased capacity to deliver and promote the Young Dobell competition.
- ✓ Increased capacity to deliver a successful and enjoyable opening event for the Young Dobell.





## SPONSOR RECOGNITION

As a valued sponsor of the **ARTSPACE** and **Art Play** programs your business will receive:

- **Logo and text recognition** on the ARTSPACE and Art Play **website landing pages** with links to your website or social media pages.
- Business name included in list of sponsors on **A-Frame signage** at all program venues.
- **Mentioned on program venue social media pages twice per year.** This may include MAC yapang (Over 9.9K Facebook followers, over 3.7K Instagram followers), Lake Mac Arts (Over 2.8K Facebook followers, over 2K Instagram followers), or Lake Mac Libraries (8K Facebook followers, over 1.5K Instagram followers).
- **Acknowledgement** in Lake Mac Arts (2,500 subscribers), Lake Mac Libraries (45,000 subscribers) and MAC yapang (5,500 subscribers) e-newsletters wherever the ARTSPACE and Art Play programs are mentioned.
- **Logo and text recognition on any digital and hard copy promotional materials** developed to promote the ARTSPACE and Art Play programs.
- **Invitations** for two of your employees to attend **VIP events** at MAC yapang, MAP mima and Lake Mac Library branches throughout the year, such as exhibition openings.
- **Sponsor recognition in media releases** by Lake Macquarie Council pertaining to the ARTSPACE and Art Play programs.
- **Verbal acknowledgment** by the program educators at the beginning of **each program session.**
- Option to provide **branded art materials** (approved by the facilitator and at own cost) for participants.

As a valued sponsor of the **Young Dobell** competition your business will receive:

- **Naming rights** for the Young Dobell competition (available for sponsorship commitment of minimum of three years only)
- **Logo and text recognition** on the Young Dobell competition **website landing page.**
- **Text recognition** and business **tagging** in any **social media posts** pertaining to the competition.
- **Text recognition** in any **e-newsletter** articles pertaining to the competition. This may include the MAC yapang or Lake Mac Arts e-newsletters.
- **Logo and text recognition** in any hard copy promotional materials developed for the Young Dobell competition.
- **Invitation** for a representative of your business to speak at the opening of the Young Dobell at MAC yapang.
- **Sponsor recognition** in any **media releases** distributed by Lake Macquarie Council pertaining to the Young Dobell.
- Option to **display banners** or promotional material at the opening of the Young Dobell at MAC yapang.
- **Text recognition** where possible in any **third-party promotions** conducted for the Young Dobell.

What our attendees say when asked about their favourite aspect of the ARTSPACE program:

“Using different mediums to create artwork in a safe and encouraging environment”

“The fact it was appropriate for all age groups. My husband isn't the creative type yet it was simple and enjoyable enough that he joined in with my son making a clamshell. I was so happy”



“The thought put into each activity we've done has been excellent. Using quality resources and being expertly guided”.

“This was such a fun activity to do with our 4 year old. We learned about the artist and completed some art works ourselves. It was such a great day.”

“Being able to freely experiment with different mediums in a relaxed, semi-outdoor setting”  
“Relaxed, welcoming and inclusive opportunity for the kids to explored art. Honestly the whole experience of these art activities has been great.”

“A great community activity. Love bringing my family to the free classes”