

# 2025 Adelaide Park Lands Art Prize

## Sponsorship Proposal

Inspire



# From the Chair



## In 2025, it will be the sixth iteration of The Adelaide Park Lands Art Prize.

### This event is more than just an art competition.

It is an opportunity to honour and celebrate your cherished Adelaide Park Lands. We are thrilled to invite you to join us in supporting these vital community assets. Your Park Lands do not just enhance our city's beauty, they are a cornerstone of our collective wellbeing and community spirit.

With the total prize money of \$50,000 in 2023, a total of 480 artists submitted their art works. The Prize not only attracts local, but increasingly national and international artists. Extraordinary art has been submitted to our past events, highlighting the value of our surroundings and sparking a new wave of inspiration.

Given the success of previous years, we expect greater interest in 2025. This achievement could not have been realised without the unwavering support of our partners and sponsors. We thank all our previous twenty sponsors and supporters, and in particular the generous partnership and funds from the Adelaide City Council.

As we look forward to another year of celebrating your Adelaide Park Lands, we invite you to be part of this journey. We are seeking to build our 2025 prize money to \$50,000, or more. Together, we can continue to highlight the beauty and importance of these spaces, enriching our community and safeguarding this National Heritage treasure for future generations.

On behalf of the Adelaide Park Lands Association Art Prize sub-committee, we thank you for your consideration and look forward to working with you closely on this inspiring community engagement project.

**Nataliya Dikovskaya**  
Chair of the Art Prize Sub-committee,  
Adelaide Park Lands Association (APA)

**The Art Prize was amongst the TOP 10 most popular Art Prizes in Australia at the close of its last iteration (in 12 months overview) according to art-prizes.com**

# Introduction



## Biennial, Non-Acquisitive, International, All Art Mediums. Ten years in the making of this industry-recognised Art Prize.

Adelaide boasts a rich history in the arts, and its vibrant cultural scene, especially the celebrated Adelaide Festival, a tradition spanning over 60 years. Adelaide is also known internationally for the unique Adelaide Park Lands that garland the city.

The Adelaide Park Lands Art Prize has grown significantly in popularity over the years, since its first iteration in 2014. In its fifth iteration (in 2023), a record 480 entries were submitted. After careful consideration, the judges selected 80 artworks that were exhibited as finalists in the Festival Centre, from March to May 2023.

With new initiatives in store, in 2025 we aim to draw even more entries.

The Adelaide Park Lands Art Prize is designed to underscore and promote the unmatched beauty of your Park Lands, bringing to light the distinctive charm of Adelaide through the creative expressions of numerous artists.

## Prize Pool \$50,000

### Categories

\$20,000	<b>FIRST PRIZE</b>
\$2,500	<b>Emerging Artist</b>
\$2,500	<b>Multimedia</b>
\$2,500	<b>3D*</b>
\$2,500	<b>School Student</b>
\$2,500	<b>People's Choice</b>
\$2,500	<b>Artist Living with Disability</b>
\$2,500	<b>First Nations Artist</b>
\$2,500	<b>Judges Commendations</b>
	<b>4 prizes, each</b>

### Organised by



**Adelaide  
Park Lands  
Association**

### The Adelaide Park Lands Association (APA)

APA has four streams of activities:

- Explore
- Inspire
- Protect
- Restore

The Adelaide Park Lands Art Prize is the cornerstone and feature of our Inspire range of activities.

\*Media: jewellery, sculpture, texture, glasswork

*“Love the whole concept and its sensible execution.  
Bravo.”*

*“Congratulations on an outstanding Exhibition.  
A wonderful display and advocacy for “Our Park Lands”!”*

# VIP Opening Night



This is an invitation-only event for our valued sponsors and VIPs held at the Adelaide Festival Centre when the winners are announced, and a preview of the exhibition is available.

This exclusive event offers guests the initial opportunity to purchase artwork. During the award ceremony, guests will have a chance to connect with fellow patrons, the participating artists, esteemed judges and high-profile guests.



Guests and Artists



The President of APA, Shane Sody, welcomes all attendees to the exhibition



Guests and Artists



John Foubister and The Lord Mayor of Adelaide, Dr Jane Lomax-Smith



Scuffy Scandi Band



Gregg Mitchell, Sandy Verschoor, Marsha Matthews, Paul Turley



Shane Sody, The Lord Mayor of Adelaide, Daryl Austin, Claire Belfrage, Blake Griffiths, Alison Arnold, Deb McKay, and James Elsby

# Sponsorship

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## **Your sponsorship support enables us to run the Art Prize to use the power of art to INSPIRE the community's love and protect your Park Lands.**

Your sponsorship support enables the Adelaide Park Lands Art Prize to happen, letting the power of art INSPIRE the community to Love Your Park Lands.

We extend our heartfelt gratitude to the Adelaide City Council and the Adelaide Festival Centre for their unwavering support as major sponsors since the inaugural edition of the Art Prize.

Over previous iterations and again in 2025, their generous contributions have been and will be pivotal to our success. Nevertheless, for the Adelaide Park Lands Art Prize to complete preparations for 2025, achieve its funding goals, continue to support our artists and showcase the beauty and rarity of your Park Lands we need to grow our financial supporters.

The contributions from our financial supporters will be vital to the development and success of the 2025 Adelaide Park Lands Art Prize.

In 2023, we received backing from approximately 20 sponsors, including individuals, small businesses, and educational institutions. Our goal is to match 2023 prize pool to broaden the sense of community ownership of the Adelaide Park Lands Art Prize, demonstrating extensive community support for both the artists and your Adelaide Park Lands.

## **More Reasons to Support the Art Prize**

- Contribute to a significant cultural event that not only celebrates creativity and innovation but also attracts attention and visitors from a wide range of communities.
- Support and grow the artistic community by providing a platform for artists to showcase their work, including emerging and established talents from diverse backgrounds.
- Promote environmental awareness and foster appreciation for your Park Lands, helping raise awareness about the conservation and importance of urban green spaces.
- Foster community engagement by encouraging public interaction with both art and nature, thus enhancing the cultural fabric of our community.
- Gain exposure to a diverse audience, including art enthusiasts, professionals, and community members.
- Be associated with a prestigious event, enhancing your brand's visibility and prestige.
- Benefit from promotional opportunities through event marketing and media exposure, which can amplify your reach and impact across various media platforms.

# Marketing Exposure



**Our success is fundamentally measured by the degree of community engagement.**

This includes artists entering the competition, art sales, exhibition attendees, sponsors' contributions, partners' support, and the wider professional and public audience we've reached.

## Social Media Strategy

Our communication campaign's success hinges on strategic social media use, partnerships with industry organisations, and organic promotion methods, achieving a reach x5 times beyond our audience.

We have a loyal audience of 10,000 followers across all platforms.



**@adl\_parklandsart**  
**@adel\_park\_lands**



**@parklandsart**  
**@AdelaideParkLands Association**

## Website & Email Marketing

Our websites are vital platforms for informing and facilitating entries. Our long-established email list serves as a crucial link to the artists' and Adelaide Park Lands community.



**parklandsart.com**  
**adelaide-parklands.asn.com**



**4000 Newsletter Subscribers**

## Printing and Media

Utilising printed flyers, posters, and traditional media in Adelaide's top spots, along with partnerships across local, national, and international media, we're connecting with a broad audience passionate about art and nature.



**5000 Flyers**  
**10+ Media Partens**  
**Local, National and International**

## Community engagement

Our community engagement extends beyond the Adelaide CBD, bringing together a diverse group of art enthusiasts who share a love for your Adelaide Park Lands.



**Exhibition & Events Visitors**  
**VIP Night Guests & Artists**  
**AFC Visitors**

**Our sponsors will have wide support and visibility across all of our online and printed materials during all stages of the projects: entries promotions, exhibition and sales.**

# Sponsorship Options



Your support enables us to implement the Adelaide Park Lands Art Prize and use the power of art to **INSPIRE** the community to **Love Your Park Lands**.

**Platinum**  
**\$2,500**



- Sponsorship of a selected category, naming rights of a prize category for 2025.
- 10% subsidy from APA (up to a limit of \$1,000) on any artwork you choose to buy.
- Acknowledgement on all printed collateral, social media and website to maximise your company brand awareness to the diverse audience.

**Gold**  
**\$1,500**



- Our judges commendation prizes, joint naming rights of a commendation prize for 2025.
- Acknowledgement on all printed collateral, social media and website to maximise your company brand awareness to the diverse audience.

**Silver**  
**\$750**



- Acknowledgement on all printed collateral, social media and website to maximise your company brand awareness to the diverse audience.

## Donations

We deeply value and cherish the support from private donors as well as businesses, as it plays a crucial role in the success of the Art Prize, empowering us to spotlight and celebrate your Park Lands through the eyes of artists.

### Tax-Deductible Payment

In partnership with  
Australian Cultural Fund

[tinyurl.com/theartprize2025](https://tinyurl.com/theartprize2025)



Welcome your  
donations from \$20

### Bank Direct Payment

Direct payments to our dedicated  
account welcome.

- Adelaide Park Lands Art Prize
- BSB: 015-056
- A/C No.: 382 066 143
- Reference: Your Name

# Sponsors & Partners

Together, we can continue to highlight the beauty and importance of the Adelaide Park Lands, enriching our community and safeguarding this National Heritage treasure for future generations.

We extend our heartfelt thanks to all sponsors and donors, including those who have generously supported our cause from the inception of the Art Prize and the new contributors who joined us in 2023.

Their collective commitment is nurturing and advancing the arts, ensuring a bright future for the Adelaide Park Lands Art Prize.

## Industry and media partners



The Advertiser



## Major Sponsors



## Wine Sponsor



## 2023 Sponsors & Donors



Hero Weston  
David and Emma Robinson  
Sandy Verschoor  
Kirsteen Mackay  
Royal Adelaide Show  
Anonymous

St Aloysius College  
David Donaldson  
Diana Jaquillard  
Walter Brooke & Associates  
James and Jackie Hahn

*Some sponsors and donors prefer to remain anonymous.*

Sponsorship opportunities remain open and will be finalised prior to the opening call in August 2024. We would love you to reach out to us with your support.



# Adelaide Park Lands Art Prize

# 2025

## Inspire



## We Welcome Your Support

## Contact

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