



2022 Feature Artist Vanessa Perske



Partner with the

Downlands *Art*  
**EXHIBITION**  
15 - 20 September 2023

## CHOICE

Take home or gift an original art piece with something for everyone priced from \$25. Shop early for that special Christmas gift.

## ARTISTS

Professional and emerging, traditional and contemporary, each artist displayed has been selected by the curator to strike a balance between local and other representation.

# Downlands *Art* EXHIBITION

15 - 20 September 2023

## FEATURE ARTIST

### Dianne Elsden

Diane Elsden's love affair with colour began as a young girl when her father brought her a canvas and paint to help her while away the hours and, just like that, her lifelong passion for creating art began.

Fast forward over fifty years and Diane's artistic career has exploded, with artworks sold across the globe and multiple exhibitions a year making her a household name.

## RANGE OF MEDIA

Oil paintings, water colours, ceramics, photography, sculpture, jewellery, installations, works on paper, drawings and prints.

## CURATED

Professionally curated by Evan Hollis, a high standard of two and three dimensional art is displayed for sale. The Downlands Art Exhibition is 36 years young in 2023.

## NOTABLE ARTISTS

This year, be sure to see some of Australia's biggest names in art including investment pieces by Hugh Sawrey, Kate Smith and Norman Lindsay.





## GALA OPENING

Art lovers enjoy a night of the legendary Downlands hospitality when the exhibition is revealed at 7pm on Friday 15 September with tickets only \$65.

## EXHIBITION

The Exhibition is open Saturday 16 to Wednesday 20 September from 10am to 4pm daily with free entry for all Exhibition partners.

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## VIP PREVIEW

By invitation only for sponsors and other VIP's this year's preview is on from 6pm on Friday 15 September.

## GALLERIES

Mini galleries within the larger exhibition have artists represented by Tiffany Jones Fine Art Consultant and Lethbridge Gallery.

## STUDENT EXHIBITION

Within the Downlands Art Exhibition will be a display of visual art created by the students of the College.

## ART CAFE

Refresh with a snack or coffee at the Art Cafe. Open from 10am to 2pm Saturday 15 to Wednesday 20 September.



**Downlands Art**  
**EXHIBITION**  
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*You are invited*  
**to partner with the  
premier Downlands College  
community event.**

To support the annual Downlands Art Exhibition, there is a significant marketing campaign.

Exhibition Partners will be offered promotion through Downlands College social media channels, comprising an interested and engaged audience of over 12,000 current students, parents and past students.

A sliding scale of benefits is offered, according to the level of partner investment, with the Naming Rights Partner extended sector exclusivity.

Naming Rights and Gold Partners may place their product and promotional material at the Exhibition which is attended by more than 2,000 people. In addition, the Naming Rights partner may have their staff attend for the duration of the Exhibition.

These partnership opportunities allow your logo, brand and business to receive incredible exposure through alignment with the premier Downlands College community event.

Your brand can be seen by over...

- 97,000 people as a Gold Partner
- 41,000 people as a Silver Partner
- 16,000 people as a Bronze Partner

**Which one will best benefit your business?**







# PARTNERSHIP OPPORTUNITIES

**\$10,000**

## NAMING RIGHTS PARTNER

### 200,000 brand exposures

With sector exclusivity, your business name and logo will feature prominently in all elements of the Art Exhibition and the marketing campaign before, during and after the event, including:

- All material promoting the event
- Signage, invitation and posters
- Exhibition website [www.downlandsart.com.au](http://www.downlandsart.com.au)
- Downlands Art Exhibition Facebook page
- One page advertisement in the hardcopy and digital Exhibition catalogue
- Colour logo on cover of catalogue
- Six logo squares on the interactive partner board, seen by more than 2,000 attending
- Downlands College social media channels with over 7,500 followers
- Past Student Newsletter subscribed by over 2,500 and Facebook page with over 2,400 followers
- College Newsletter mention and logo, with over 1,200 parent subscribers
- Product placement and promotional material (details by negotiation) during the Exhibition
- Your staff representative on-site throughout the duration of the Exhibition
- Two-minute speech at the Gala Opening - optional, of course!
- Certificate of thanks for display in your business
- Full list of benefits available upon request.

**In addition, this \$10,000 partnership includes ten tickets for entry into the VIP Preview and Gala Opening, valued at \$1,300.**

*Visitors  
to the RME  
Downlands Art  
Exhibition are generally  
aged 25+ and reside  
primarily in South  
East Queensland*

**\$5,000**

## GOLD PARTNER

### 97,000 brand exposures

Your brand will receive major exposure at the Art Exhibition and in the marketing program promoting the event, including:

- Logo on invitations, posters and signage
- Exhibition website [www.downlandsart.com](http://www.downlandsart.com)
- Downlands Art Exhibition Facebook page
- One page advertisement in the hardcopy and digital Exhibition catalogue
- Colour logo on cover of catalogue
- Four logo squares on the interactive partner board, seen by more than 2,000 attending
- Downlands College social media channels with over 7,500 followers
- Past Student Facebook page with over 2,400 followers
- College Newsletter mention with logo with over 1,200 parent subscribers
- Product placement and promotional material (details by negotiation) displayed during the Exhibition
- Certificate of thanks for display in your business
- Full list of benefits available upon request.

**In addition, this \$5,000 partnership includes six tickets for entry into the VIP Preview and Gala Opening, valued at \$780.**



07 4690 9500 | [www.downlandsart.com](http://www.downlandsart.com)





# PARTNERSHIP OPPORTUNITIES

**\$2,500**

## SILVER PARTNER

### 41,000 brand exposures

Silver Partners of the Downlands Art Exhibition will receive 41,000 brand and business name exposures through a variety of channels promoting the event, including:

- Logo and link on Exhibition website [www.downlandsart.com](http://www.downlandsart.com)
- Downlands Art Exhibition Facebook page
- A half page advertisement in the hardcopy and digital Exhibition catalogue
- Colour logo on cover of catalogue
- Two logo squares on the interactive partner board, seen by more than 2,000 attending
- Downlands College social media channels with over 7,500 followers
- Past Student Facebook page with more than 2,400 followers
- College Newsletter mention, with over 1,200 parent subscribers
- Logo on Exhibition invitations and posters
- Certificate of thanks for display in your business
- Full list of benefits available upon request.

**In addition, this \$2,500 partnership includes four tickets for entry into the VIP Preview and Gala Opening, valued at \$520**

**\$650**

## BRONZE PARTNER

### 16,000 brand exposures

Bronze Partners of the Downlands Art Exhibition will receive 16,000 brand and business exposures during the marketing program for the event, including:

- Logo and link on the Exhibition website [www.downlandsart.com](http://www.downlandsart.com)
- One group post on the Downlands Art Exhibition Facebook page
- A quarter page advertisement in the hardcopy and digital Exhibition catalogue
- Sponsor name listed in Exhibition catalogue
- One logo square on the interactive partner board, seen by more than 2,000 attending
- One group mention on Downlands College social media channels with over 7,500 followers
- Certificate of thanks for display in your business.

**In addition, this \$650 partnership includes two tickets for entry into the Gala Opening valued at \$130.**

*Visitors  
come from as  
far away as Northern  
NSW and Western QLD,  
whether they are from  
the city or country,  
they all love art.*



# PARTNERSHIP FORM

Downlands *Art*  
**EXHIBITION**  
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## SECURE YOUR 2023 PARTNERSHIP TODAY!

We are happy to meet with you or your representative to discuss full details of Gold and Silver partnerships.  
Simply contact Downlands Art Exhibition convenor Debbie Carpenter on 07 4690 9500

Return this form via email to Debbie Carpenter at [carpend@downlands.qld.gov.au](mailto:carpend@downlands.qld.gov.au)

Business/Family Name	
Website	
Facebook Page Address	
Your Name	
Your Position	
Email Address	
Phone Number/Mobile	

## PARTNERSHIP OPTIONS - Please tick

- Naming Rights ..... ☐
- Gold Partner ..... ☐
- Silver Partner ..... ☐
- Bronze Partner ..... ☐
- Other ..... ☐

(Please specify how you would like to partner with the 2023 Downlands Art Exhibition)

Once this completed partnership form is received, a tax invoice will be issued to your business,  
with benefits commencing upon receipt of payment.



*Our  
art-loving visitors  
may be young couples  
looking to enliven their  
first home, through to  
collectors looking  
for their next  
investment.*

