



MADE IN  
ARTS  
LONDON

# MIAL INDEPENDENT EXHIBITION

Wednesday 8th – Sunday 12th April 2015  
Embassy Tea Gallery, London SE1  
[www.madeinartslondon.com](http://www.madeinartslondon.com)

**ual:** university  
of the arts  
london

Students' Union  
University of the Arts London  
[www.suarts.org](http://www.suarts.org)





**Made in Arts London (MiAL)** is a student- and graduate-led, not-for-profit enterprise, promoting and selling art and design by UAL students and recent graduates.

UAL is Europe's largest arts education institution, encompassing a huge range of creative courses over a total of six colleges: **Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communications, London College of Fashion and Wimbledon College of Arts.**

[www.madeinartslondon.com](http://www.madeinartslondon.com)

- MiAL's growing customer **database is now over 2,000** and consists of customers, artists, collectors and art enthusiasts
- MiAL has a **growing international collector base** in USA, China, Italy, Belgium and Switzerland, among others
- We have over **1,600 followers on Facebook and 3,000 on Twitter** (20 new people/ orgs following us each week)
- Healthy organic growth for **www.madeinartslondon.com**, with visits to the website exceeding 3,000/ month during exhibition periods
- Extensive creative reach with over **20,000 students** and **4,000 staff** through SUARTS channels – direct emailing, social media, website, events and in print

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## MiAL INDEPENDENT EXHIBITION 2015

We invite you and your company to join us in presenting this exhibition, an important highlight in the UAL and MiAL calendars, which will present and celebrate the art and design stars of the future.

Your **sponsorship will directly support the production of the exhibition** and help us to deliver an exceptional event for current students, graduates, collectors, and art enthusiasts.

MiAL's third annual independent exhibition will take place in the large, purpose-built gallery spaces of the **Embassy Tea Gallery**, situated on Union Street.

There will be a wide range of artwork on display, thus drawing in a wide audience to the exhibition who will be introduced to your brand.

For more information on previous MiAL exhibitions, visit:  
[www.madeinartslondon.com/pages/exhibitions](http://www.madeinartslondon.com/pages/exhibitions)





## **BECOME OUR SPONSOR...**

### **SUPPORT LEADING ART AND DESIGN STARS**

Gain unrivalled access to the leading art and design stars of the future before anyone else

### **ENGAGE NEW AUDIENCES**

If you love emerging art and design and want to work directly with student and graduate artists and want to reach our student population of more than 18,000 students

### **MARKETING BENEFITS**

Receive significant **marketing benefits** in advance of the exhibition, during and after the event through our online channels and in print (flyers, postcards, annual catalogue)

### **ADDRESS BUSINESS & PERSONAL OBJECTIVES**

MiAL is your chance to work with a growing art and design brand and build a mutually beneficial bespoke partnership that suits your needs

### **BUILD CONFIDENCE IN ART**

Gain an in-depth understanding of the art and design world; **build confidence in art collecting** and have access to employee engagement activities



## **TITLE SPONSORSHIP, £10,000**

### **PR & Marketing**

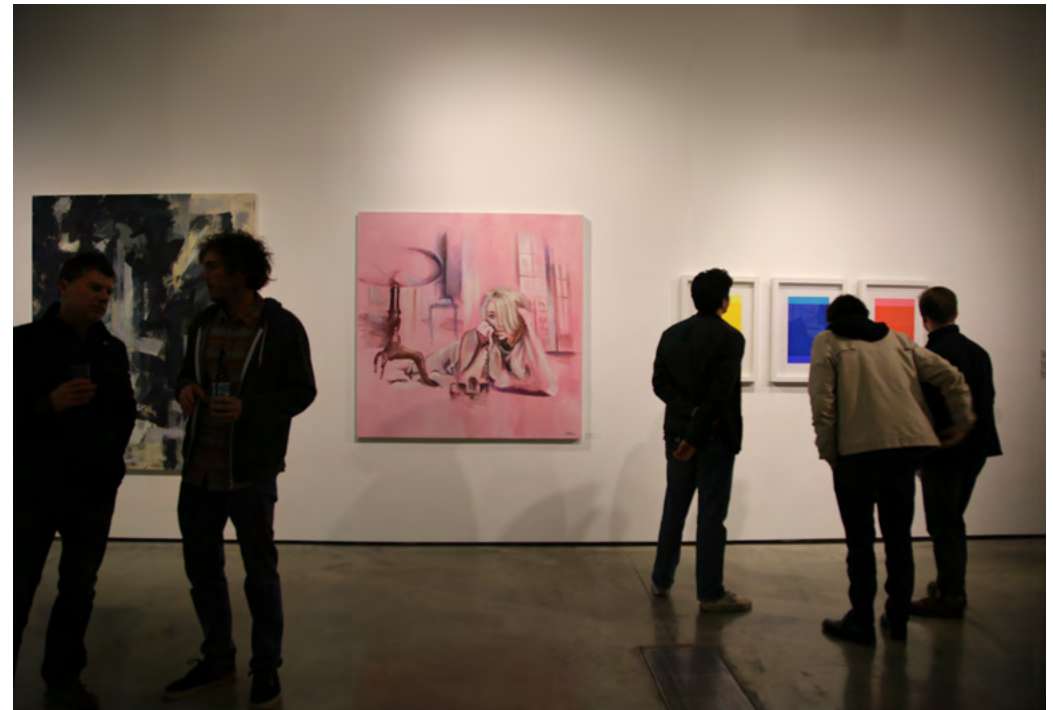
- Exhibition title to include a reference to your sponsorship on all promotion
- Your logo prominently displayed on all marketing materials, including printed collateral, emails to MiAL customer database (2,000+) and SUARTS database (18,000+ students) and partners page on [www.madeinartslondon.com](http://www.madeinartslondon.com) for 12 months
- Listed as Title Sponsor on all press releases and media communications
- Acknowledgement of partnership in official news stories, blog posts and social media
- Feature in the MiAL annual catalogue (1,000 copies)

### **At the Exhibition**

- Creative branding solutions for your company at the event
- Distribution of company materials
- Opportunity to entertain at a private event during the exhibition
- 20 invites to an exclusive Private View
- Opportunity to schedule a private gallery tour and meet the artists evening for key staff or clients
- Logo on main exhibition vinyl

### **Ongoing**

- Access to year-round marketing opportunities through MiAL and SUARTS
- Recognition on MiAL Partners page ([www.madeinartslondon.com/page/partners](http://www.madeinartslondon.com/page/partners)) for 12 months







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## **ASSOCIATE SPONSOR, £5,000**

### **PR & Marketing**

- Acknowledgement of your company, including your logo, in selected materials (print and non-print) produced and distributed in connection with the exhibition
- Listed on MiAL Partners page ([www.madeinartslondon.com/page/partners](http://www.madeinartslondon.com/page/partners)) for 6 months
- Listed as Associate Sponsor on all press releases and media communications
- Acknowledgement of partnership in official news stories, blog posts and social media

### **At the Exhibition**

- 10 invites to an exclusive Private View
- Company logo on main exhibition vinyl
- Distribution of company materials

### **Ongoing**

- Discounted rates on all MiAL and SUARTS marketing options
- Listed on MiAL Partners page ([www.madeinartslondon.com/page/partners](http://www.madeinartslondon.com/page/partners)) for 6 months



## IN-KIND SPONSOR

If you feel that your company can offer In-kind support for the exhibition which will contribute to our core costs, a sponsorship package will be available in return for your kind donation.

For example, transport, equipment and installation materials, printing or production of marketing materials, refreshments etc.

As an In-kind Sponsor you will be provided with the following in return:

### PR & Marketing

- Acknowledgement of your company, including your logo, in selected materials (print and non-print) produced and distributed in connection with the exhibition
- Listed on MiAL Partners page ([www.madeinartslondon.com/page/partners](http://www.madeinartslondon.com/page/partners)) for 2 weeks over the exhibition period
- Acknowledgement of partnership in official news stories, blog posts and social media

### At the Exhibition

- 10 invites to an exclusive Private View
- Company logo on main exhibition vinyl







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## CONTACT

For further information and all sponsorship enquiries please contact:

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