

UNDER COVER ARTIST



UNDERCOVER ARTIST FESTIVAL

SPONSORSHIP PROSPECTUS

UNDERCOVER ARTIST FESTIVAL

Presented by Access Arts
15-18 September 2021

Undercover Artist Festival is here to bend the rules, push artistic boundaries and entertain in a way you didn't know possible! As Australia's premier performing arts and disability festival, Undercover Artist Festival is four days of theatre and dance, comedy, circus, music, cabaret and poetry.

Unlike other festivals, Undercover Artist Festival is disability-led, headlining only artists with disability – each with their own unique story to tell.

Undercover Artist Festival is seeking partnerships with like-minded organisations, to join the movement towards greater recognition for artists with disability and blaze a trail for social inclusion.



“Australian cultural and creative activity contributed \$112 billion to our economy and cultural and creative industries employed over 645,000 Australians.”

(source: Federal Government 2016/2017: RISE)

“Nearly 60% of all arts and cultural organisations do not currently employ (or do not know if they employ) a person with disability.”

(source: DADAA Inc and Arts Access Australia 2012, Art Works: Employment in the arts for people with disability)

“When they do find employment, artists and arts workers with disability can expect to earn 42% less than the income of their peers without disability.”

(source: Throsby D & Petetskaya K 2017, Making Art Work: An Economic Study of Professional Artists in Australia)

4 DAYS OF theatre
FESTIVAL daring
music cabaret **38** unique **circus**
comedy performances
165 **Bold** In-theatre audience of
ARTISTS **DANCE** **1,500**



2021 PARTNERSHIPS

FESTIVAL PARTNERS

\$20,000 (+ GST)

Our Festival Partners dream big!

Partnership with Undercover Artist Festival will ensure the brightest artists bring the boldest performances to the professional stage. Like-minded organisations who dare to raise the curtain on social inclusion will bring communities together in celebration of over 165 unique stories.

ACCESSIBILITY PARTNERS

\$7,000 (+GST)

Our artists are unique and so is our audience. To ensure full enjoyment of Undercover Artist Festival, we provide additional accessibility options such as audio description, Auslan interpreters, wheelchair accessibility and virtual components.

Accessibility Partners understand our unique needs and support inclusivity for our community.

PROGRAM PARTNERS

\$10,000 (+GST)

Undercover Artist Festival promises daring and iconic performances from international, national and local artists with disability. Program Partners can share in the excitement of over 38 unique performances from Australia's newest talents in theatre, dance, music, comedy and poetry.

Without the support of Program Partners, many performances would not be seen or heard. Sponsorship of an Undercover Artist Festival performance will push artistic boundaries and entertain in new ways.

TRAVEL PARTNERS

\$15,000 (IN-KIND + GST)

Brisbane is rolling out the red carpet to welcome our boldest and brightest artists with disability to the stage over four astonishing days.

A Travel Partner will accommodate Australia's best artists and audience members during this exciting event and house all the talent the disability arts space has to offer.

PROMOTION PARTNERS

\$5,000 (IN-KIND + GST)

Unlike other festivals, Undercover Artist Festival headlines artists with disability – each with their own unique story to tell. Promotion Partners provide in-kind services that support Undercover Artist Festival to redefine artistic boundaries and embrace the broader movement towards greater recognition for artists with disability.



| | | Festival Partners | Program Partners | Accessibility Partners | Travel Partners | Promotion Partners |
|---|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Benefit | | \$20,000 | \$10,000 | \$7,000 | \$15,000 (In-kind) | \$5,000 (In-kind) |
| Partner Recognition | Logo recognition on printed collateral including programs, display signage at performance venue and invitations | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | Prominent logo recognition on Festival website and online promotional reels | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | Partnering promotion on dedicated sponsorship page of the Festival website | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | Logo recognition on Online show components of Undercover Artist Festival | <input checked="" type="checkbox"/> |
| | Partnership acknowledgement at each MC event announcement | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Partnership acknowledgement in post Festival Report and Access Arts Annual Report | <input checked="" type="checkbox"/> |
| | Logo placement in advertising; inclusive of print, social, press and broadcast mediums | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Partnership logo recognition associated with four specific shows within the program | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Logo recognition within the access area of the program, access display signage - 'Proudly made accessible by <company name>' | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Logo recognition of in-kind service on printed collateral - 'Proudly produced by/ Proudly distributed by' | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Media Publicity | Opportunity for a joint media PR launch event held at Queensland Theatre, official venue for Undercover Artist Festival | <input checked="" type="checkbox"/> |
| | Media opportunities and targeted press releases produced in consultation with Partner | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Organic Partner recognition across social media platforms including Facebook, Instagram and LinkedIn | <input checked="" type="checkbox"/> |
| | Recognition of partnership and partnering opportunities to Festival attendees (email) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Festival Access | 8 x VIP reserved seating tickets per show, across the four-day Festival | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | 4 x VIP reserved seating tickets per show, across the four-day Festival | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| | 10 x VIP tickets to exclusive pre-festival activities including Festival launch event in June | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | 5 x VIP tickets to exclusive pre-festival activities including Festival launch event in June | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| | 4 x VIP backstage passes per show to meet and greet with performers and supporters | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | 40 x General admission tickets to attend performances throughout the duration of the Festival | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | 30 x General admission tickets to attend performances throughout the duration of the Festival | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 20 x General admission tickets to attend performances throughout the duration of the Festival | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | |

JOIN US:

For 38 years Access Arts has been redefining the way artists with disability are perceived. As Queensland's acknowledged leader for arts and disability, Access Arts believes everybody deserves quality access to arts activities and the opportunity to work towards a career in the arts.

Access Arts advocates for a movement of inclusion, one that supports not only the production of festivals such as Undercover Artist Festival 2021, but for professional opportunities for artists of all abilities.

To join in partnership and in the movement please contact:

Pete Breuer

Corporate and Community Partnerships Manager, CPL

Pete.Breuer@cpl.org.au

Phone: 3358 8104 / 0409 591 961

Tenille Koeter

Fundraising and Development Manager, CPL

Tenille.Koeter@cpl.org.au

Phone: 3358 8125 / 0408 073 807

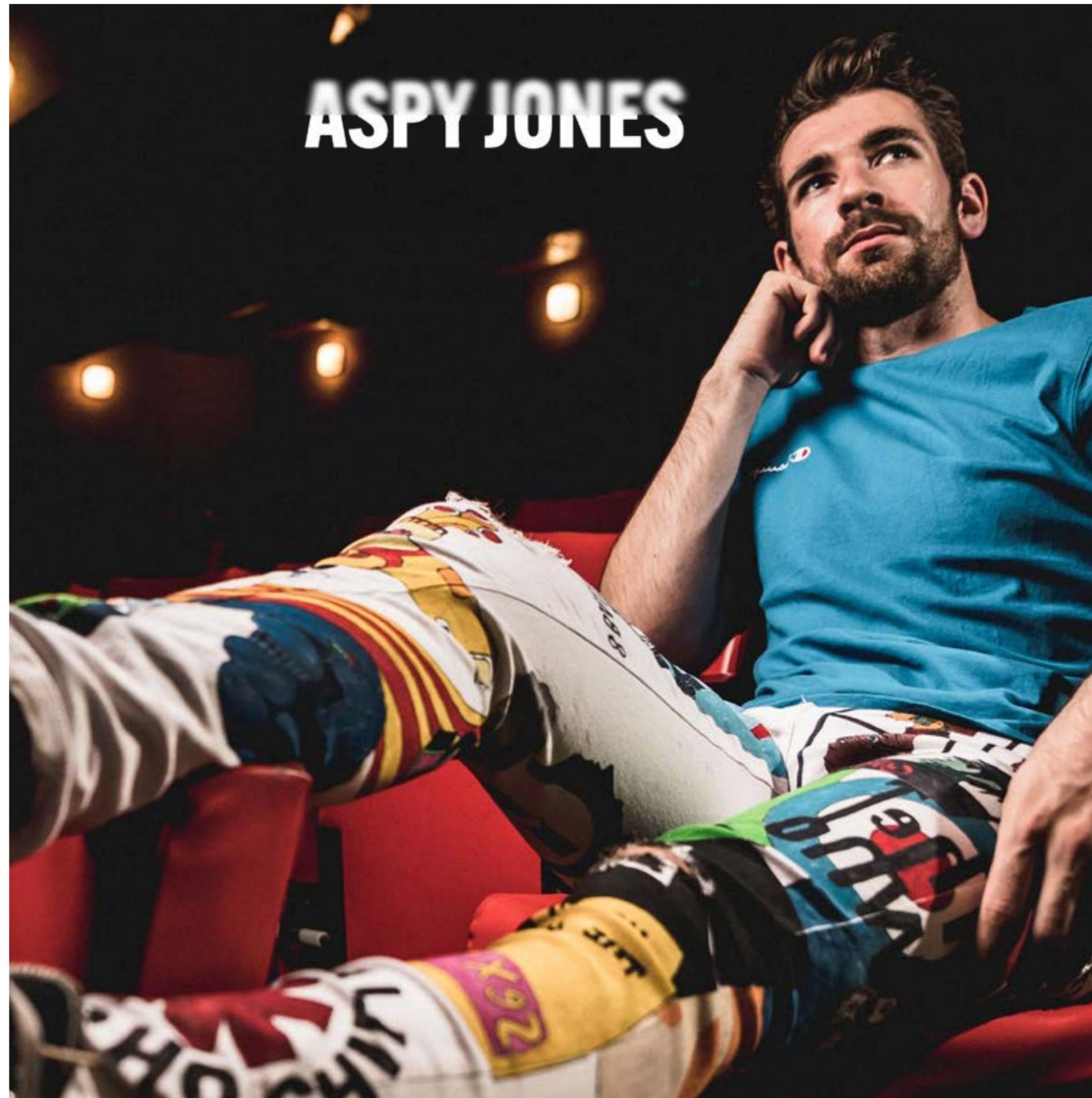
Pat Swell

Chief Executive Officer, Access Arts

Pat.Swell@accessarts.org.au

Phone: 07 3505 0311

**UNDER
COVER
ARTIST**



**UNDER
COVER
ARTIST**