

TATIARA



2013 Tatiara Art Prize winner Deidre BUT-HUSAIM, *Studio Door*, 2012, oil on linen, 102 x 92cm

Prize categories:

Tatiara Art Prize (acquisitive)
Highly Commended (x 2)
Local Tatiara Artist Prize
Young Tatiara Artist Prize (0-5 year old)
Young Tatiara Artist Prize (6-9 year old)
Young Tatiara Artist Prize (10-14 year old)
Young Tatiara Artist Prize (15-17 year old)
People's Choice Prize

The Tatiara Art Prize is a popular, biennial, open-themed exhibition presented by the Tatiara District Council at the Walkway Gallery. The prize attracts thousands of visitors and hundreds of entries from artists from right across Australia, consisting of drawing, painting, printmaking, wall based sculpture, photo media and mixed-media artwork.

Established in 2013, the Tatiara Art Prize was founded at a time when only a small handful of art prizes were in existence in South Australia and the arts community had very little support and few opportunities to exhibit their work.

Tatiara District Council funds the prize and acquires each year's winning artwork, forming the basis of the Tatiara Art Collection. The winning artworks collected since 2013 form a splendid collection of modern and contemporary Australian art, and over time will reflect all the developments in Australian art practices.

The inaugural winner in 2013 was Deidre But-Husaim (SA). Since then the prize has been won by Laura Wills (SA), Anna Horne (SA), Louise Flaherty (SA) Deborah Prior (SA) and Ray Harris (SA). Past judges also included notable Australian art figures such as Dr Lisa Slade (Hugh Ramsay Chair of Australian Art History, University of Melbourne), Sara Waters (artist), Ben Quilty (artist), Tansy Curtin (Curator, International Art pre-1980, Art Gallery of South Australia), Rebecca Evans (Curator Decorative Arts and Design, Art Gallery of South Australia), Lauren Mustillo (Country Arts SA), Joshua White (Director, Hamilton Gallery) and many more.

As we gear up for the 2025 event, we're inviting both small and large businesses to join us as sponsors and play a pivotal role in nurturing the arts in the Limestone Coast.



2015 Tatiara Art Prize winner Laura WILLS, *Murray Map*, 2015, digital print & pastel on archival paper, 140 x 64cm

The Tatiara Art Prize is a meaningful way to invest in the arts, enrich the community's cultural landscape, and stimulate economic growth. It fosters creativity, builds connections, and establishes Tatiara District Council as a champion for the arts, which in turn benefits our local artists, local community and the broader arts sector.

Here's why we invest in the prize:

- to invest in and build on Council's art collection.
- to build a lasting tradition that becomes a key cultural event for the Limestone Coast.
- to provide a platform for emerging and established artists in our community.
- to offer recognition to artists, particularly those who may not have the same access to major national or international awards.
- to engage with local young people in the process of creating or experiencing art
- to build a vibrant cultural scene, which attracts visitors and enhances the community's cultural richness.
- to provide an opportunity for the public to interact with art, experience new ideas, and engage in creative and critical thinking.
- to contribute to the local economy by encouraging tourism, raising the profile of the art gallery and local shops.
- to attract partnerships with local businesses, museums and other cultural institutions.



The Tatiara Art Prize provides a distinctive platform for you to showcase your dedication to both the arts and the community. Here's your chance to make a lasting impact!

Here's the benefits of your support:

Boost **community prosperity:**

Running events like the art prize is not just about celebrating creativity; it's also about bolstering our local economy. The influx of tourists drawn to our district by the allure of artistic expression translates into increased foot traffic for local business, from restaurants and cafes to shops.

The Tatiara Art Prize is the most visited *home grown* exhibition on the Walkway Gallery calendar with 5,784 people visiting the 2023 Prize. Approximately 60% of these visitors were from *outside the district*.

In addition to the prize money, the art prize also generates significant artwork sales. Our prize attracts potential buyers, collectors and art enthusiasts. This has led to further opportunities like private commissions, exhibitions, or collaborations for many of our selected finalists.

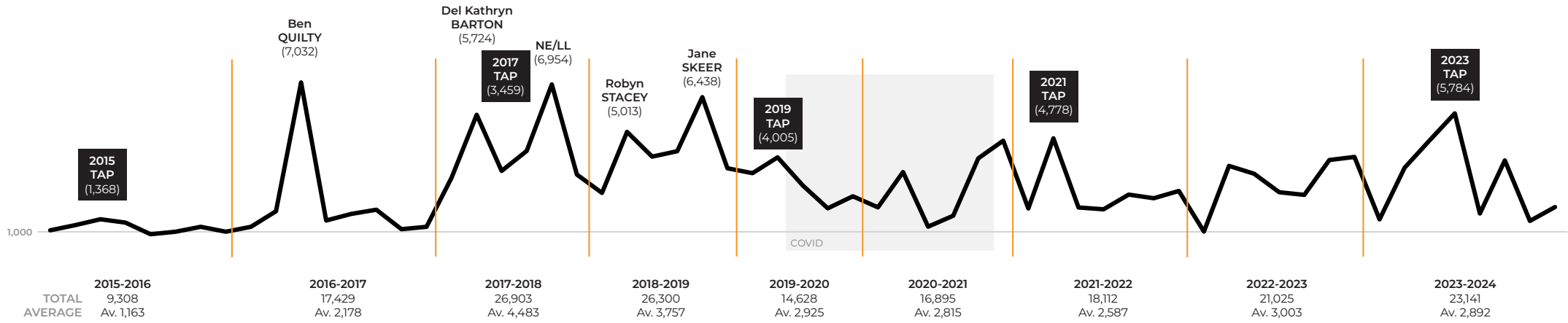


2023 Tatiara Art Prize Opening Night. **Photographer:** Sarah Cunningham

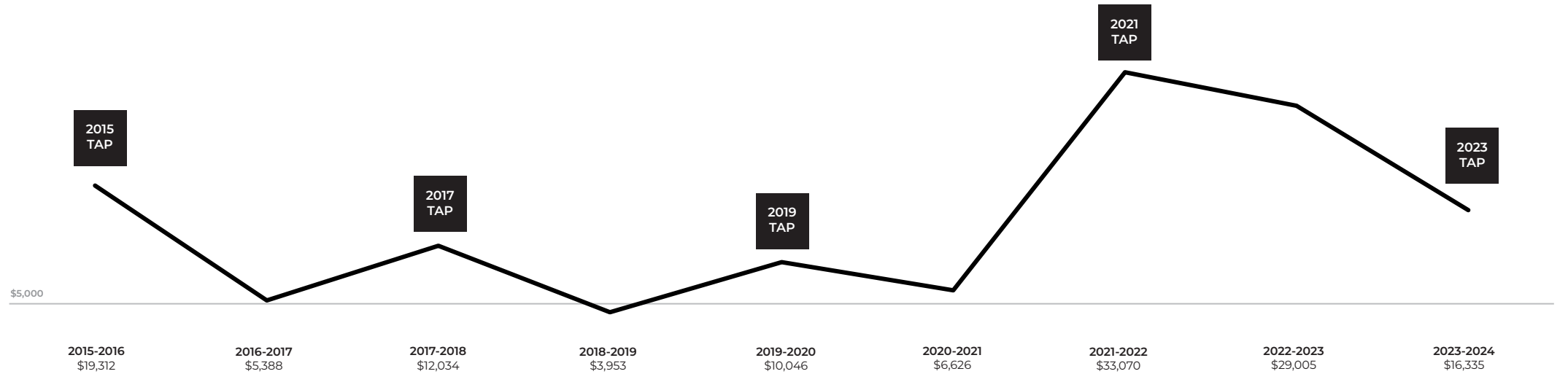
2023 Tatiara Art Prize VIP Preview. **Photographer:** Sarah Cunningham



Gallery visitation:



Gallery sales:



Support **local talent**:

By sponsoring the Art Prize, you'll directly contribute to the advancement of local artists, providing them with opportunities to showcase their work and gain recognition on a regional, state and national level.

With the growing success of the prize and exhibition, our judges pre-select only 40 artworks. This means that upwards of 150 artists are **not** selected for the judging and exhibition. A defining feature of the Tatiara Art Prize is that 20% of the finalists **must** be local - that means someone living locally or a paid and active member of the Tatiara Palette Painters or Keith Art Group.

Our **Under 17 Young Tatiara Artists category** is only open to local residents. By supporting our young local artists we're investing in the future of art. This sense of support and collaboration is essential for the growth of art and culture in the district.



2021 finalist Glenda ROWETT, Poocha Sanctuary, oil on canvas, 200 x 130cm

2023 0-5 year old winner Hazel JAESCHKE (aged 4) with judge Rebecca Evans, Curator Decorative Arts and Design at the Art Gallery of South Australia. **Photographer:** Sarah Cunningham



Enhance **brand visibility:**

As a sponsor, your business will enjoy prominent exposure through the duration of the Tatiara Art Prize exhibition, with branding opportunities across various promotional materials, including signage, digital platforms, and press releases. It's a fantastic way to raise awareness of your brand while demonstrating your commitment to community enrichment.

Our sponsors benefit from exclusive exposure to:

- Over 2,000 engaged e-newsletter subscribers.
- More than 11,000 active social media followers over all Council platforms.
- Up to 350 esteemed guests at our grand opening.
- An impressive turnout of over 5,000+ visitors during the exhibition.



2019 Tatiara Art Prize winner Louise FLAHERTY, *Memorial for forgotten plants*, white ink on paper, 162 x 148cm

Sponsorship packages can be tailored to your needs.

Sponsorship can be given as cash or in-kind contribution. Your sponsorship can support:

- TAP25 prizes.
- Public Programs.
- Catering and service staff for TAP25 events.
- Provision of food and beverages.
- or, as determined.

Submissions for sponsorship close Tuesday 1 April 2025

Principal sponsorship (\$10,000 +):

- Logo placement on launch invitation (approx. distribution of 350 VIP guests).
- Logo placement on gallery website.
- Logo placement on signage throughout the exhibition.
- Logo placement on Prize announcement and Entry Form (national distribution)
- Logo placement in official Catalogue (2,000 copies circulated).
- Invitation for 10 guests to the VIP Preview and Award Presentation evening.
- 2 minute public address on award presentation evening.
- Presentation of Highly Commended and Local Artist Awards on opening night.
- Media release mentions.
- Opportunities to host business and networking functions during exhibition.
- Sponsor logo on street banners.
- Opportunity to display winning work in office/boardroom at exhibition conclusion.

Gold sponsorship (\$2,000 - \$3,000):

- Logo placement on launch invitation (approx. distribution of 350 VIP guests).
- Logo placement on the gallery website.
- Logo placement on signage throughout the exhibition.
- Mention in opening night presentation.
- Invitation for 6 guests to the VIP Preview and Award Presentation evening.
- Sponsors logo on street banners.
- Media release mentions.
- Opportunities to host business and networking functions during exhibition.
- Opportunity to display winning work in office/boardroom.

Silver sponsorship (\$1,000-2,000)

- Logo placement on launch invitation (approx. distribution of 350 VIP guests).
- Logo placement on the gallery website.
- Logo placement on signage throughout exhibition.
- Mention at opening night presentation.
- Invitation for 4 guests to the VIP Preview and Award Presentation evening.
- Media release mentions.

Bronze sponsorship (\$500-\$1,000):

- Logo placement on launch invitation. (approx. distribution of 350 VIP guests)
- Logo placement on the gallery website.
- Mention in opening night presentation
- Invitation for 2 guests to the VIP Preview and Award Presentation evening.



2023 Tatiara Art Prize winner Ray HARRIS, *Ophelia of Suburbia*, video performance, 4.20 duration

For further information, or to discuss your **sponsorship package**, please contact:

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Walkway
Gallery



~VISIT FOR A DAY~
TATIARA
~STAY FOREVER~