

# *Sculpture by the Bay*

## Sponsorship Program

2020



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## Event organisation

The Sculpture by the Bay Committee is a sub-committee of the Dunsborough Progress Association. The Committee comprises three local artists who are the Coordinators, assisted by two community volunteers, also artists.

Both the Dunsborough Progress Association executive and the Sculpture by the Bay sub-committee are governed by volunteer members. The Sculpture by the Bay Committee reports on their activities on a regular basis to the DPA and the DPA approve financial transactions of the SBB Committee.

Volunteers on the SBB Committee are required to be a member of the DPA and are covered by the DPA Volunteer Insurance. The DPA is an incorporated organisation.

Volunteers are essential for the running of the event, and without them it would not be possible for it proceed. The Committee highly values their participation. For the three days of the event exhibiting artists give of their time to assist with the Volunteer roster. The roster is supported by Dunsborough community members who assist annually in the running of the event over the weekend. Together, many volunteer hours are provided to ensure the event is safe and successful.

# Sculpture by the Bay

## Partners and Sponsors



DIANNE LAURANCE



## Sculpture by the Bay event background

For just three days each March long weekend, the Dunsborough Foreshore at the end of Dun Bay Road is transformed as artists provide a visual display of outdoor sculptural works for all to enjoy. Sculpture by the Bay was first held in 2010 and is an event under the Dunsborough Arts Festival. In 2019 the event celebrated its 10<sup>th</sup> anniversary with a record number of large sculpture entries, sales of work and attendance at the event. 2019 also saw the introduction of a new event, the Small Sculpture Prize in partnership with the Christian Fletcher Gallery where the exhibition is held.

The Dunsborough Arts Festival and Sculpture by the Bay is coordinated by local volunteers of the Dunsborough Progress Association. The purpose of the event is:

- To foster interest in Public artwork;
- to provide a venue for artists of outdoor works to exhibit; and
- to develop a Sculpture Trail within the Dunsborough area.

The first exhibition had just 12 artworks on display but in 2019 there was 45 sculptures in the exhibition, expanding the event into Seymour Park. In addition 2019 saw 28 small sculptures on exhibition.

Sponsorship of awards for both exhibitions is provided by individual community members and local businesses who have a strong belief in the importance of the event for the community as well as supporting artists in their creative endeavours. Without our sponsors continued commitment to Sculpture by the Bay, it would not be possible for the event to be the success it is. Public participation grows every year with approximately 7,000 people in attendance at the 2019 event.

The local residents wholeheartedly support this great community event which is evident in the many volunteer hours provided before and during Sculpture by the Bay.

The Committee receives a 20% commission on all works sold and this goes towards the running of the event. Any remaining funds have been put aside for the continued development of the event and over time, surplus to operational needs will be used to give back to the community through future projects.

### Sculpture trail

With the commencement of the event in 2010 and the generous support of the City of Busselton with an acquisitive prize, the development of a Sculpture Trail within Dunsborough was possible. Each year the winning work of the acquisitive prize is installed by the City of Busselton in a public location for the enjoyment of the community and visitors. The trail has added to the landscape and community spirit of the town.

## Sculpture by the Bay Sponsorship categories

### Acquisitive Award \$5,000

This is one award. The winner of this award will have met the criteria set down by the City of Busselton. The work will be installed by the City of Busselton to form part of the Dunsborough Sculpture Trail.

- City of Busselton Acquisitive Award

### Excellence Award \$3,000

This is one award that recognises excellence and creativity.

- Dianne Laurance Award for Excellence

### Sculpture Award Sponsor \$1,500 - \$500

The judging panel of each award may agree to make more than one award in the following categories.

- Braeco Sales *DarnArt* Recycling Award \$1,500
- Happs Emerging Artist Award \$1,000
- Christian Fletcher Environmental message award \$1,000

### People's Choice Award \$500

The winner of this award is the work with the most votes by the general public. The winner is announced at 2pm on Monday of the event.

- JMW Real Estate People's Choice Award \$500

## Sponsor Benefits

**As a Sponsor of a Sculpture by the Bay award you will receive the following benefits:**

- Your name or company logo on the home page of Sculpture by the Bay website which can be linked to your website
- Acknowledgement of your sponsorship with postings on the Sculpture by the Bay Instagram account
- Acknowledgment with your name or logo on the Sculpture by the Bay Facebook page
- Acknowledgement of your sponsorship in media releases
- Your name or Logo included in the Arts Festival program
- Personalised Award Certificate including your name or logo
- Representation on the Judging Panel for the Award
- Presentation of the Award at a public ceremony on Saturday morning of the event
- Photographs of Award presentation posted on Sculpture by the Bay Instagram and Facebook feeds
- Award listed each year in the Gallery section of the Sculpture by the Bay website

## Judging of Awards

Judging of the awards commences at 8am on Saturday, the first day of the event, following installation and judging of the works.

Each Award has a Judging Panel consisting of:

- The sponsor or their representative
- 1 x Sculpture by the Bay Committee member or their representative

If as a sponsor you do not wish to participate in the judging you may nominate another person to judge on your behalf. Alternatively, the Sculpture by the Bay Committee will provide a suitably qualified person to judge on your behalf, if requested. Sponsors are asked to provide four weeks' notice if you would like the Committee to source an alternate judge.

For reasons of transparency and independence, the Committee will ensure that no Committee representative will be on a judging panel for which they have submitted work.

The Committee will provide each Judging Panel with information on each work submitted for the Award, excluding the Artist name.

It is the endeavor of the Committee, that where possible, awards are spread across the exhibition to provide encouragement and motivation to the artists. To assist in this, during the judging process the first to nominate their award will be the City of Busselton Acquisitive Award, followed by the Dianne Laurance Award for Excellence. Other awards will follow in order of prize money. This will also enable work to be available for purchase by the Sponsor, if desired.

Where a Sponsor expressly wishes to nominate a work for their award that has already been nominated for an award of a higher value, they may do so but they will not have first option to purchase the work.

Following judging, the Panel will complete and sign a Judging Assessment form identifying the catalogue number and name of the winning work. If there is to be a split award, the amount awarded to each individual work will need to be nominated. If the Sponsor has already identified they will not be available

for judging, confirmation will be required on the dollar value of split awards. It is only after the completion of judging that the artist name is provided.

### Sponsor purchase of works

Each Sponsor will have first option to purchase the sculpture they have selected for their Award. Where two awards have been nominated for one work, the sponsor of the higher monetary value will have first option to purchase the work. If this is declined, the next awarding sponsor will be offered the option to purchase.

If the Sponsor is aware that they will not be in attendance on the morning of judging, they are asked to provide the Committee with a contactable phone number at least 48 hours prior to the commencement of the event.

When a Sponsor is not in attendance the Committee will make every endeavor following the decision of the judges and prior to sales opening to the public at the conclusion of the awards ceremony, to contact the sponsor regarding purchase of their winning work. If contact has been unsuccessful once sales are open to the public, it will be assumed by the Committee that the sponsor does not wish to purchase the winning work. If a technical problem arises, such as the interruption to phone communication, the Committee may decide to defer the public sale of a winning work until phone service is restored. If a sponsor expressly advises they will purchase the winner in their category, sight unseen, the Committee will delay public sale of the work until this is confirmed with the sponsor following announcement of the winner.

Any additional purchases by sponsors are to be made once sales are open to the public, following the awards ceremony.

### Awards ceremony

Announcement of awards is during the award ceremony on Saturday morning directly following judging.

Sponsors are invited to attend the ceremony and to present their award to the winning artist of their category. There will be an opportunity for sponsors to speak about their award if they wish to do so. Electing to have an alternate judge, they may speak on behalf of the Sponsor and present the Award if requested.

A photographer engaged by the Committee will document the awarding of prizes during the event and with sponsors, judges and winners directly following the ceremony.

### Public sales

Sales to the public will commence directly following the closure of the awards ceremony. Where a sale is put on hold until a Sponsor can be contacted, the Committee will take expressions of interest from the public.

Sculpture by the  
Bay **small**  
**sculpture**  
**prize**

Partners and Sponsors



## Small Sculpture Prize event background

The ongoing success of Sculpture by the Bay since 2010 has led to expansion of the event to include a Small Sculpture Prize for the tenth year of Sculpture by the Bay, which commenced in 2019. The Committee has partnered with Christian Fletcher Gallery in Dunsborough for the display of the Small Sculpture Prize. The first exhibition in 2019 saw 28 artists participate. It is expected that this will rapidly increase to a maximum number of 40 works.

The aim of the Award is to provide an opportunity for artists to create a non-site specific, original, one-of-a-kind, three-dimensional object. The works must be within the dimensions of w 40cm x d 40cm x h 55cm and be freestanding. Each artist can submit one work comprising of no more than three pieces.

In the first year this exhibition attracted a wide range of mixed media artists producing a diversity of work. The exhibition was very well received and it is expected that this event will gain quickly in popularity and will bring a new viewing audience to the overall event.

### Partnership with Christian Fletcher Gallery

The Sculpture by the Bay Committee is proud to be partnering with Christian Fletcher Gallery in Dunsborough to host the event, a modern space which can provide for up to 40 small sculptures to be displayed.

The official opening of Dunsborough Arts Festival and the awarding of the Small Sculpture Prize awards will take place at Christian Fletcher Gallery on the Friday night.

## Small Sculpture Prize Sponsorship Categories

### Small Sculpture Prize – non acquisitive \$1,500

This is one award that recognises the outstanding work of excellence.

- Now Gen Building Small Sculpture Prize award for excellence

### Special Commendation Prize – non acquisitive \$1,000

This is one award that recognises a work of outstanding merit.

- *'sponsors name'* Special Commendation Prize award for outstanding merit - **Available for sponsorship \$1,000**

### People's Choice Award \$500

The winner of this award is the work with the most votes by the general public. The winner is announced at 1.30pm on Monday of the event.

- Christian Fletcher People's Choice Award \$500

## Sponsor benefits

**As a Sponsor of a Small Sculpture Prize award you will receive the following benefits.**

- An active link of your name or logo on the home page of Sculpture by the Bay website that can be linked to your website
- Acknowledgement of your sponsorship with postings on the Sculpture by the Bay Instagram account
- Acknowledgment with your name or logo on the Sculpture by the Bay Facebook page
- Acknowledgement of your sponsorship in Media releases
- Your company name or logo included in the Arts Festival program
- Personalised Award Certificate including your name or logo
- Presentation of the Award at the opening of the Dunsborough Arts Festival during a public ceremony on Friday evening of the event
- Photographs of Award presentation posted on Sculpture by the Bay Instagram and Facebook feeds
- Award listed each year in the Gallery section of the Sculpture by the Bay website

## Judging of Awards

Each year the Committee will engage an independent judge or judges who are suitably qualified in the Arts industry. Judging will take place on the Friday afternoon, following installation of the works, and will select the winners of each award category.

The Committee will provide the Judge/s with information on each work submitted for the Award, but this will exclude the Artist name. Following judging a Committee member will contact the sponsor to advise of the winning work and artist for their award.

## Sponsor purchase of work

Each Sponsor will have first option to purchase the sculpture they have selected for their Award.

Following judging a member of the Committee will contact the Sponsor to advise of the winner of their award and to confirm if they would like to purchase the work.

If a Sponsor is to be outside of the region they are asked to provide the Committee with a contactable phone number 48 hour prior to judging. The Committee will make every endeavor following the decision of the judges and prior to sales opening to the public at the conclusion of the awards ceremony, to contact the sponsor regarding purchase of their winning work.

If contact has been unsuccessful once sales are open to the public, it will be assumed by the Committee that the sponsor does not wish to purchase the winning work. If a technical problem arises, such as the interruption to phone communication, the Committee may decide to defer the public sale of a winning work until phone service is restored. If a sponsor expressly advises they will purchase the winner in their category, sight unseen, the Committee will delay public sale of the work until this is confirmed with the sponsor following announcement of the winner.

Any additional purchases by sponsors are to be made once sales are open to the public, following the awards ceremony.

### Awards ceremony

The Awards ceremony will form part of the official opening of the Dunsborough Arts Festival on Friday evening of the event and held at the Christian Fletcher Gallery.

Sponsors or their representative are invited to attend the ceremony and to present their award to the winning artist of their category. There will be an opportunity for sponsors to speak about their award if they wish to do so.

A photographer engaged by the Committee will document the awarding of prizes during the event and with sponsors, judges and winners directly following the ceremony.

### Public sales

Sales to the public will commence directly following the closure of the awards ceremony on the Friday evening.