



EXHIBITION SPONSORSHIP INFORMATION

INSIDE OUT

DISCUSSIONS IN APPLIED IMAGINATION

BARGEHOUSE AT OXO TOWER WHARF
15–18 DEC 2005

PROGRAMME & EXHIBITION

MA Design Studies at Central Saint Martins is an interdisciplinary postgraduate programme comprised of 34 bright new international talents in design. These imaginative cultural designers share a passion for working beyond their specialisms and are inspired by the pursuit of inquiry as discovered through the interconnection of various disciplines of the sciences and humanities, rather than through each in isolation.

The programme embodies Central Saint Martins' passion for achieving the highest standards in the creative arts and for promoting the discovery of individual creativity. By challenging the prevailing ethic and asking critical questions, students discover insights and potential solutions that address relevant issues in contemporary culture today and lead to design innovation.

'INSIDE OUT' is the major unveiling of this year's highly imaginative individual MA projects. Be prepared for an exceptional assortment of mind candy, as this tour de force gives physical dimension to the question and process of discovery at the heart of each thesis. Experience a multi-sensory world depicted by artefacts at various stages of development, ranging from aromatic illustrations to industrial design prototypes, bio-organic technologies to fashion design concepts. 'INSIDE OUT' expects visitors to question, think, experience, learn and to leave confronted, entertained and inspired by the work. After all, a brilliant thesis has a place in the world and not only on a dusty library shelf.

PRESS & MARKETING

The following is being done to maximise the coverage and awareness for the exhibition:

- Specific exhibition website, promoting not only the 5 day exhibition, but also the talent of the exhibitors and the MA Design Studies program ([to view click here](#)). The site is live and already getting in excess of 200 hits per day
- Full listings on the CSM website and the associated University websites
- Three direct email shots to over 53,000 email addresses
- Postcards promoting the exhibition for distribution within the University and major galleries and popular destinations across London
- South Bank poster campaign in conjunction with the OXO bargehouse
- Inclusion on OXO Towers web site
- Full press release to national and local press

AUDIENCE

Our target audience for this exhibition is intentionally broad because our key objectives are to both raise awareness of new talent and engage the public in important design issues. The main categories are:

- Key professionals and academics within respective fields
- Design and art community at large
- General Public
- Current & prospective students, as well as Alumni.



WHY BECOME A SPONSOR?

The following benefits are inclusive to each sponsorship Level:

- A prestigious partnership and association with the UK's premier Art and Design College
- Association with imagination, superior creativity, innovation, and excellence
- Direct access to a targeted influential audience of press, industry and alumni, through email event notification via the colleges contact database (50,000+ contacts).
- Each sponsor will be given 2* exclusive VIP tickets to the private viewings at Central Saint Martins prestigious summer degree shows
- Chance to win two return tickets to Budapest, courtesy of Malev Hungarian Airlines.
- Superb hospitality opportunities Sponsorship Cost Levels and their Benefits Inclusion, size and placement of logo is depended on the level of sponsorship

BRONZE: UP TO £1,000

In addition to all the above, the benefits are:

- Name mentioned on Sponsors and Donors page of the exhibition Catalogue
- Name mentioned on the exhibition sponsorship web page ([to view click here](#))
- Two (2) VIP invitations to the Private view

SILVER: £4,500

In addition to all the above, the benefits are:

- Name and logo to be placed up to and two months preceding the exhibition on the exhibitions sponsors web page ([to view click here](#)) with link to sponsors web site
- Name and website link from Central St. Martins, MA Design Studies course page ([to view click here](#))
- Name Inclusion within the College prospectus as a sponsor
- Half page advert within the catalogue
- Option of association with an individuals project (sized logo placement)
- Name and logo placement on Sponsors and Donors page of the exhibition Catalogue
- Five (5) VIP invitations to the Private View
- *Sponsorship of an individual's project is also possible, but is subject to the individuals' acceptance*

Gold: £10,000 +

In addition to all the above, the benefits are;

- Primary Logo placement within catalogue
- Foreword Introduction to the exhibition and catalogue, association with the exhibition
- Full page primary advert within the catalogue
- Primary Name and logo placement up to and 6 months preceding the exhibition on the exhibitions web with link to sponsors web site ([to view click here](#))
- Ten (10) VIP invitations to the Private View

The promotional opportunities in this proposal are neither comprehensive nor limiting. We are always pleased to negotiate further or make alternative arrangements.

Please be advised that all design work and print management is produced in-house at CSM to a professional standard and will include liaison with the sponsor's PR team to assure correct usage and direction for brand identities of the sponsor's product/s.