

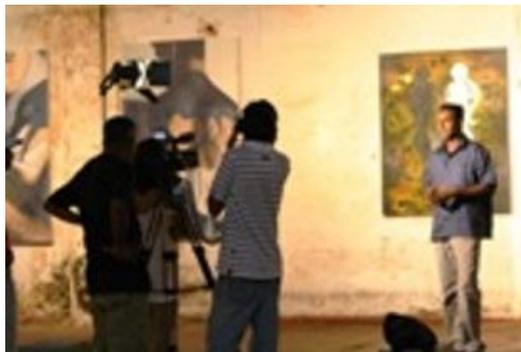


**'Making History'**

**COLOMBO ART BIENNALE 2014**

*SPONSORSHIP PROPOSAL*

JAN/FEB 2014



***Biennale is Italian for 'every other year',  
and is a word most often associated with contemporary,  
flagship art exhibitions that showcase a city or a country's  
creativity, arts and culture...***

## The Colombo Art Biennale - Inspiring, Innovative, Contemporary

### Summary of Proposal

Sponsoring the Colombo Art Biennale (CAB) is an opportunity for you to:

- Become a patron of culture and the Arts
- Target a varied and responsive audience
- Generate new avenues for business
- Be associated with Colombo's premier art & entertainment event
- Gain additional media coverage and brand recognition by being associated with such a unique event.

CAB is an independent organisation that functions as a not-for-profit organization supported by the CAB team and the artists that participate. The CAB mission is to consistently recreate life-changing events that affect the positive development and growth of the country through the interactions of contemporary art.

CAB 2009, titled 'Imagining Peace', featured 20 local and 7 international artists and was curated by five leading Colombo galleries. It attracted over 2,500 visitors.

CAB 2012, titled 'Becoming', featured 24 local and 17 international artists selected by its two curators from Bangalore and Vienna. It attracted over 4,000 visitors.

CAB 2014 is the third edition of what has become Sri Lanka's premier contemporary art festival and is titled 'Making History'. Over 7,500 visitors are expected and its international profile is assured by virtue of it being:

- presented at the Dhaka Art Summit in February 2014,
- exhibited at the Maraya Art Park in Sharja, UAE, and
- awarded a three-month exhibition at the Brunei Gallery in London, UK, from October to December 2014.



## CONTENT

- Overview
- About Colombo Art Biennale (CAB)
- Background
- How CAB will benefit and add value to Sri Lanka & your organization
- 2014 Concept
- Target Audience
- Sponsorship
- Why Participate?
- Beyond CAB 2014
- The CAB Team
- Contact Us



## OVERVIEW

Sri Lanka has made great strides positioning itself as a fast developing and prosperous nation in the last few years. As it does so, building world-class infrastructure and reclaiming its ancient image as the jewel of South Asia, it is important that Sri Lanka also projects an alluring image as a hub for creativity, art and culture.

Most destinations in the region, Jaipur, Delhi, Dhaka, Dubai, Sharja, Singapore and others have cultural festivals of a similar nature that project a unique image of the country to the world that promote both tourism and business.

Hosting an event as prestigious as an International Art Biennale is a perfect way for Sri Lanka to show the world that it has much to offer in terms of its contemporary arts and culture, built as they are on the foundations of a rich and sophisticated history nearly three millennia old.

The Colombo Art Biennale (CAB – see [www.colomboartbiennale.com](http://www.colomboartbiennale.com)) was founded in 2009 and has become internationally recognized and is fast becoming the most prestigious event of Sri Lanka's arts and culture scene.

'Imagining Peace' in 2009, with its 20 local and 7 international artists curated by five leading local galleries, and 'Becoming' in 2012, with 24 local and 17 international artists selected by two curators from Bangalore and Vienna, were both a great success.

CAB's next edition, 2014's 'Making History', promises to be the most exciting one yet. Its international profile is assured by virtue of it being presented at the Dhaka Art Summit in February 2014, as well as being exhibited at the Maraya Art Park in Sharja, UAE, and having been awarded a three-month exhibition at the Brunei Gallery in London, UK, from October to December 2014.

CAB is seeking a title sponsor for CAB 2014 and two future biennales.



## ABOUT THE COLOMBO ART BIENNALE (CAB)

CAB is the largest contemporary art manifestation that takes place in Sri Lanka. It was created to build a platform upon which to showcase the most progressive contemporary Sri Lankan artistic talent, and gain recognition both nationally and internationally.

The Colombo Art Biennale is an independent enterprise that functions as a not for profit organization fuelled by the CAB team and the artists that participate. The CAB mission is to, through the interactions of contemporary art; to consistently recreate life-changing events that affect the positive development and growth of the country.

CAB is recognized and receives support from cultural bodies both within Sri Lanka and abroad such as the Goethe Institute, British Council, Mimeta & OCA Norway, America Centre, In-Situ EU and many others.



## BACKGROUND

CAB was launched in 2009 with an aptly titled '*Imagining Peace*'. Curators and artists teamed up to create the very first event that saw artists from different backgrounds and different schools of thought, show their work under one roof and one theme, '*Imagining Peace*' harnessing the renewed hope of a country coming out of conflict. Artists worked together to show the world that despite the fact that Sri Lanka being a seemingly politically, ethnically polarized society, artists could work together as collectives, a sign of peace in itself.

In 2012 the second edition of CAB was launched with '*Becoming*', providing an international platform. The intention was to showcase the very best of Sri Lankan contemporary visual artists alongside regional and international artists.

Two international curators from Bangalore and Vienna selected local artists, who participated alongside established international artists with a focus on strengthening the links in the region, which included participation from India, Pakistan, Bangladesh and Nepal. CAB also hosted participation from Australia, Austria, Germany, Norway, Switzerland, Sweden, Holland and Ireland.

'*Becoming*' hosted 24 Sri Lankan artists and 17 international artists, all of whom explored the theme with their work, making CAB a truly interactive international event. In addition CAB hosted a varied and well attended programme of seminars and workshops conducted by international participants as well as local authorities in the field of art.

CAB has now gained recognition within the international art community and a large number of artists from around the world have already sent in their applications for consideration to participate.

CAB's footprint on the international Art scene can be seen by the international exposure it has secured for Sri Lankan artists. Emerging Sri Lankan artists such as Anoli Perera has participated in the India Art Fair in Delhi and Art Basel Hong Kong. Pala Pothupitiye was selected as the winner for the Hong Kong based Sovereign Asian Art Prize in Hong Kong, nominated by CAB. CAB has also been awarded a three-month exhibition at the very highly regarded **Brunei Gallery in London from Oct-Dec 2014.**



## **Colombo Art Biennale 2009 & 2012 Statistics**

	<b>2009</b>	<b>2012</b>
Number of local visitors	2000	3,000
Number of international visitors	500	1,000
Local media coverage	30 articles/magazines/blogs	50 articles/magazines/blogs
Value	LKR 3 million/US\$23,000	LKR 7 million/US\$54,000
International media coverage	20 articles/magazines/blogs	40 articles/magazines/blogs
Value	LKR 1 million/US\$8,000	LKR 1.5 million/US\$11,500
Sponsorship raised (in kind)	LKR 4 million/US\$30,500	LKR 8 million/US\$61,000
Sponsorship raised (in cash)	LKR 1.8 million/US\$14,000	LKR 9 million/US\$69,000
Number of local sponsors	14	23
Number of international sponsors	4	13
Number of local artists	20	24
Number of international artists	7	17

## HOW CAB WILL BENEFIT AND ADD VALUE TO SRI LANKA & YOUR ORGANISATION

The country is now finding its feet after a long period of turbulence and is determined to work towards an era of stability, economic growth and a prosperous future. Establishing a large contemporary cultural event in its capital shows pride of its evolving contemporary national talent. An international art biennale is perhaps the most prestigious creative event a country can host.

S Gregory, curator of the Bahamian Pavilion at the Venice Art Biennale writing in the London Financial Times (25.05.13) said this about the event in the Bahamas: "This is the first time for Bahamas at Venice. We thought it was an interesting platform because people usually see the Bahamas as a tourist destination. Coming to the Biennale is an initiative on the part of the country. It's really about people who want to join the conversation... Now the Biennale is seen as a place where you can assert a national identity." The same is true of any biennale and impact on the country with which it is associated. Sri Lanka will be no exception.

The biennale is accessible publicly, and gains much international and national media exposure. The electronic, print media exposure as well as the elite status gained by supporting a 'high' culture event which is on par with similar events in the rest of the world, will provide a very different exposure to your organisation. It will make your organisation a patron of the Arts.

## 2014 CONCEPT

The third edition of CAB is set for **Jan/Feb 2014**. The focus of CAB 2014 is to strengthen the exposure and access of Sri Lankan artists to the world; the promotion of Sri Lanka as a truly world-class destination for art culture and business. CAB's theme for 2014 is therefore '**Making History**'.

CAB is proposing to add a dialogue between artists within the **Menasa** region (Middle East, North Africa, South Asia) and Sri Lanka as well as Europe and Australia, within the frames of globalisation, post-conflicted spaces, informal architectures and emerging economies. Selected artists' works will be asked to reassess the notion of the "local" within a global context. This same concept will be extended to an educational programme, which will include a printed catalogue, a symposium of workshops and talks allowing for an exchange of talent, technique and ideas.

In response to the curatorial theme, we will continue to develop and bond national and international relations.

“More countries each year decide to participate in the Biennale. It seems to be really important for countries to represent themselves through art in an international context.’ S Gaensheimer, curator, German pavilion at Venice Biennale quoted in London Financial times 25.05.13

## TARGET AUDIENCE

- Tourists
- International Art collectors
- International Art Galleries
- International Investors
- Local Corporations
- Students
- The Local Community
- Artists and established members of the art community
- Interior Designers/Architects
- Expatriates

## SPONSORSHIP

Through the power and prestige of art, you will be part of an event and an ongoing project that supports artists in working towards change and prosperity.

You will also be supporting a building of positive promotion of Sri Lanka as an emerging and fashionable nation to visit or invest in. Sri Lanka is being coined as the new ‘it’ destination in Asia and Colombo as a new city to explore. An Art biennale will be the crowning jewel of an ‘it’ destination.

As title or principle sponsor, you will also be offered the opportunity to be part of a three month CAB project that will move to London later in 2014, Oct-Dec. This will take place at the Brunei Gallery, a well respected cultural gallery in London that is funded by the Sultan of Brunei for important cultural events.

Our team will work with you to develop a sponsorship package that is tailor-made to cater to your individual needs and brand identity - we are keen to offer unique & varied partnership prospects.



## **SPONSORSHIP LEVELS:**

**Title Sponsor:** With a commitment to support a minimum of three Biennales at **10 million** rupees each, CAB will offer the honour for one sponsor to be the Title Sponsor, and therefore, the discerning creator of Sri Lanka's premier, high profile contemporary cultural reawakening.

### *Benefits:*

- Title sponsor will be the sole prestigious proprietors of the Colombo Art Biennale visibility will be given accordingly.
- Visibility will extend to international appearance of CAB in London, Hong Kong and Sharja. More information available.
- Exclusive superior lounge at the event for your clients or other preferred promotional activities
- An art-work each by three artists of your choice (art-works to be decided by CAB and the relevant artist)
- A special curated tour of CAB for 10 guests, which will include an exclusive lunch at our partner Hotel with two artists of your choice
- Prominent visibility and advertising material at the Biennale. Display of logo on the backdrop of CAB locations
- Prominent use of Logo on all CAB promotional material (catalogues, posters, e-mailers, banners, flyers, tickets, cards etc)
- Inclusion in all media material(Press releases, campaigns, Facebook, blog, etc)including pre and post event press
- Up to 75 complimentary tickets to the opening and closing parties
- Priority advertising in the CAB catalogue.

**Principle Sponsors:** With a commitment to support CAB with a **3 million** rupee sponsorship, 3 sponsors will be given the opportunity to be at the highest echelons of prestige and patronage of the Arts.

### *Benefits:*

- Exclusive entry to the event for your clients or other preferred promotional activities
- A special curated tour of CAB for 10 guests, which will include lunch at our partner Hotel with an artist of your choice
- One art-work each by the artists you support (art-work to be decided by CAB and the relevant artist)
- The opportunity to support up to 2 events and 2 artists (prominent logo display)
- Prominent visibility and advertising material at the Biennale. Display of logo on the backdrop of selected CAB locations

- Logo on all CAB promotional material (catalogues, posters, e-mailers, banners, flyers, tickets, cards etc)
- Inclusion in all media material(Press releases, campaigns, Facebook, blog, etc)
- Up to 30complementary tickets to the opening and closing parties
- Full page ad in the CAB catalogue.

**Platinum Sponsors:** With a commitment to support CAB with a **2 million** rupee sponsorship, select Corporates will be given the opportunity to be a valued patron of the Arts

*Benefits:*

- The opportunity to support one event and one artist (prominent logo display)
- One art-work by the artist you support (art-work to be decided by CAB and the relevant artist)
- Display of logo on the backdrop
- Logo on all CAB promotional material (catalogues, posters, e-mailers, banners, flyers, tickets, etc)
- Inclusion in all media material(Press releases, campaigns, Facebook, blog, etc)
- Up to 25 complementary tickets to the opening and closing parties
- Full page ad in the CAB catalogue.

**Gold Sponsors:** With a commitment of **1 million** rupees, sponsors will be given the opportunity to be part of a prestigious event

*Benefits:*

- The opportunity to support one artist (prominent logo display)
- One art-work by the artist you support (piece to be decided by CAB and the relevant artist)
- Display of logo on the backdrop
- Logo on all CAB promotional material (catalogues, posters, e-mailers, banners, flyers, tickets, etc)
- Inclusion in all media material(Press releases, campaigns, Facebook, blog, etc)
- Up to 10 complementary tickets to the opening and closing parties
- Full page ad in the CAB catalogue.

**Silver Sponsors:** With a commitment of **500,000.00 Rupees**, Silver sponsors will be part of a group of supporters that have recognized the aesthetic and financial value of Art as an investment.

*Benefits:*

- Banner at main event
- Display of logo on the backdrop
- Logo on all CAB promotional material (catalogues, posters, e-mailers, banners, flyers, tickets, etc)
- Inclusion in all media material (Press releases, campaigns, Facebook, blog, etc)
- Up to 5 complementary tickets to the opening and closing parties
- Full page ad in the CAB catalogue.

## WHY PARTICIPATE?

**CAB provides the perfect opportunity for your organization to:**

- Target a varied and responsive audience
- Generate new avenues for business
- Be associated with and capitalize on Colombo's arts & entertainment sector
- Play a key role in developing the exposure of art in Sri Lanka and Sri Lankan art to the international community.
- Gain additional media coverage and brand recognition by being associated with such a unique and recognized event.
- Play a vital role in assisting with the promotion of Sri Lanka as a key tourist and investment destination.



## BEYOND CAB 2014

Promotion through the Colombo Art Biennale will extend prior and beyond Feb 2014, both in time and location to ensure longevity that will extend till the next CAB in 2016.

**Dec 2013:** CAB in conjunction with Hempel Galleries partnering with China Art Projects in **Hong Kong**, will be hosting a two venue event launching Sri Lankan contemporary art in Hong Kong. The event will run over a week and comprise targeting marketing an audience with Sri Lankan interests, to include a series of cocktails, lunches & dinners.

(<http://www.chinaartprojects.com/exhibitions/>)

The event is also being supported by the Sovereign Group who initiated the Sovereign Asian Art Prize. They provide a full range of cross border wealth management services from their strategically located global office network in addition to high net worth individuals. Exhibiting Sri Lankan artist Pala Pothupitiye, Sovereign Art winner will guarantee their support by promoting the event to their press contacts and extensive mailing list of clients (<http://www.sovereigngroup.com/>).

**Feb 2014:** CAB will be presented at the Dhaka Art Summit **Bangladesh**, both in the form of a presentation and artistic presence. The Dhaka Art Summit is run and funded by the Samdani Art Foundation who invest large resources not only in the programme but in media coverage to make it a globally covered attended event.

([http://www.dhakaartsummit.org/pdf\\_file/press\\_release DAS 2014.pdf](http://www.dhakaartsummit.org/pdf_file/press_release_DAS_2014.pdf))

**Oct-Dec 2014:** A three month exhibition project at the **Brunei Gallery, London**. The Brunei Gallery, part of London's 'Museum Mile', and is an exciting venue in central London that hosts a programme of changing contemporary and historical exhibitions from Asia, Africa and the Middle East. The Gallery's aim is to present and promote cultures from these regions. The widely recognized institution will be supporting us with sponsorship in kind, press and PR and expect to receive in the region of 10,000 visitors for this exhibition.

(<http://www.soas.ac.uk/gallery/forthcoming/>)

## THE CAB TEAM

Annoushka Hempel – Founder & Director, Artistic Advisory Board Member

Neil Butler - Director

Jagath Weerasinghe – Co-Founder, Artistic Advisory Board Member

Anoli Perera – Artistic Advisory Board Member

Chandraguptha Thenuwara - Artistic Advisory Board Member

Nazreen Sansoni - Artistic Advisory Board Member

Puja Srivastava – Project Manager

Lalith Manage - Artist Liaison and Catalogue Manager

Jeevani Fernando – Programme Manager & International Artist Liaison

Production Manager

Communications Manager

Events Manager

Curator

Radhika Hettiarachchi – Sponsorship Consultant

## CONTACT US

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### **Examples of Art Biennales from around the world:**

Colombo: <http://colomboartbiennale.com/>

Venice: <http://www.labiennale.org/en/art/>

Sydney: <http://www.biennaleofsydney.com.au/>

Beijing: <http://www.biennialfoundation.org/biennials/beijing-international-art-biennale/>

Shanghai: <http://www.shanghaibiennale.org/en/>

Cochin: <http://kochimuzirisbiennale.org/>

Sharjah: <http://www.sharjahart.org/biennial/sharjah-biennial-11/welcome>

