

LANESCAPE
GOONDIWINDI



— • Lanescape sponsorship opportunities



LANESCAPE INSPIRES COMMUNITY CONNECTIVITY TO ARTS AND CULTURE THROUGH VIBRANT EVOLVING SPACES AND PLACES.

HELLO!

Landscape Inc, our Arts and Culture group in Goondiwindi is alive and well. This year our theme is ECHO – Echoes of the past, our community's ability to bounce back and remain engaged in all things which enliven us, make us smile and appreciate what we have here.

Our enthusiastic group, even within the current Covid19 environment aims to share a love of The Arts through the enhancement of Goondiwindi streets, lanes, buildings and Riverwalk by the development of public art works and spaces.

WE WISH TO CONTINUE TO...

- Encourage emerging artists in our community to contribute to our mission
- Create public art throughout the town, forging an art trail within the CBD, in doing so augmenting uninteresting and unattractive Lanes and Spaces
- Host an annual twilight event celebrating our community through arts and culture, while unveiling new art works
- Engage our local community and visitors to our town

HOW WILL LANESCAPE LOOK IN 2021?

Our 4th year is set to be even better than 2019 and we are convinced Goondiwindi and district is ready for an event! We are hopeful NSW border zone restrictions will lift sufficiently to allow our supporters over the river to re join Goondiwindi community and be part of the celebrations.

The Landscape Inc committee has engaged three professional Australian artists to design and create artworks which reflect our community. The artworks will continue to enhance Bowen Lane, with the majority of the artwork to be completed in the week of 7th-15th October. Ex local Artist, florist, designer Tia Carrigan has already graced our Riverwalk with a striking Birdlife Environment mural on the Amenities Block at the Boat Ramp. This project really nailed the community engagement goals of Landscape Inc and Tia absolutely loved giving back to Goondiwindi and being part of our mission.

The October program will be run in collaboration with Goondiwindi High Schools Expressive Arts Week with returning artist Sarah Scully off sided by Laura Furst (Photographer) working on an Urban Art Space project mentoring students. The students and artists' work will be launched at our Twilight Street festival on Friday 15th October in Bowen Lane.

Sam Wilkinson and partner Zan (Artbyleans) will re-focus on the growing Art trail along the River- walk, working their magic on the Pump Shed and Walkway from Herbert Street.

Landscape Inc's concept and Festival is proudly sponsored by Goondiwindi Regional Council and many businesses and families. The event will celebrate artists from across the region with stalls and opportunities for interactive art work as well as amazing entertainment and food available for our community to enjoy. Quirky art will be scattered in the laneway; striking designs to the six power poles are begging to be included and Art for children will be a must.

JOIN US IN TRANSFORMING GUNDY...

Public art enhances our community by creating dynamic and sustainable places, uniting our community, evolving and shaping our diverse identity. Public art can also bring added texture to otherwise unattractive places, inspiring opportunities for commerce, as seen in Bowen Lane. It builds the cultural capacity of our town, boosting environments, creating interest and discussion.



DO YOU WANT TO JOIN US IN EVOLVING THE SPACES WITHIN OUR VIBRANT COMMUNITY?

Whilst all our sponsors will receive acknowledgment through Lanescape's various media channels, we understand this may not be enough to entice you to be involved. We are excited to offer you tailored sponsorship packages for your business. We think sponsorship should be beneficial to both parties, helping Lanescape to achieve its goals whilst aligning your business and personal brands with the things that are important to you: Sending the right messages to the right people and creating opportunities to speak to your audience in a new and creative way. Please get in touch if you would like to discuss being a Major Sponsor and what that might look like for you.

SPONSOR'S GENERAL BENEFITS

ALL SPONSORS (DONATING ANY AMOUNT) WILL RECEIVE

- Logo on Lanescape marketing material
- Logo on Lanescape website
- Recognition of company's support on Lanescape social media channels
- Use of 'Lanescape' sponsorship logo on your company's corporate collateral, email signatures and social media channels
- Signage opportunity at Lanescape's Twilight Festival
- Support acknowledged verbally during the Twilight Festival

MAJOR SPONSORS

DONATING OVER \$2,000 WORTH OF CASH OR IN-KIND

A specialist sponsorship package will be created to showcase your work and products. We will work with you to create an opportunity to reach your target market in a very memorable way. This could include;

- Naming rights to an event or artwork
- Food and Drinks Sponsor
- A demonstration included in our program of events
- An activation during the Twilight Festival

You will also receive all of the Sponsor's General Benefits.

WANT TO FIND OUT MORE?

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"WE INVITE YOU TO CONSIDER A WAY YOU CAN HELP US THAT ALSO BENEFITS YOUR BUSINESS AND HELPS TO BUILD YOUR BRAND, ALIGNING YOUR COMMUNITY VALUES WITH OURS."

