Corporate Sponsor Consultant
Art UK Capacity Building Programme

About Art UK

Art UK is an art education charity on a mission to make the art in UK public collections accessible to everyone – for enjoyment, learning and research. We enable global audiences to learn about the UK’s national art collection by digitising artworks, telling the stories behind the art and creating exciting opportunities for public interaction with art – both online and offline.

Over 80% of the nation’s art is not on public view, and until Art UK started its work much of this art had not been photographed. Our work is helping to radically change this, making what is publicly owned, publicly accessible – to anyone, anywhere. Originally focused on oil paintings, our scope has widened to include many mediums, from prints, drawings and watercolours to sculpture and photography. We play a major role supporting public art collections by improving their accessibility and sustainability. Art UK currently shows over 300,000 artworks by some 55,000 artists. It is an ambitious collaboration between almost 3,500 institutions, making it one of the largest arts partnerships in the UK. No other country in the world has a resource like Art UK.

Art UK’s Capacity Building programme

Art UK is looking to improve its financial resilience and sustainability by increasing regular funding and diversifying our income sources, supported by increased staffing capacity and external consultancy. Our ambition is that this programme of activity will enable Art UK to become more resilient and adaptable, particularly to changes in funding, and be better able to provide a high-quality experience that meets our users’ needs.

It is an exciting time for Art UK and a critical period of development, with two major initiatives (Museum Data Service and Superpower of Looking) being launched that will supercharge our audience growth. We are also planning to redevelop and relaunch the entire Art UK platform over the next two years to better meet the needs of our growing audience. These developments will provide a growing range of opportunities for corporate engagement and sponsorship. This capacity building project funded by The National Lottery Heritage Fund will take two years, with consultation and development work taking place in year one.
Corporate sponsors

Art UK already has a small number of corporate supporters of its work. It is now looking to increase this number and increase the financial value of this support. We know that corporate partnerships can be beneficial in a number of ways. As well as the financial support, which can be substantial, corporate partners can also provide advice relevant to their own industry and area of work. In return we can help them to reach new audiences, offer our own expertise and provide opportunities for their employees to engage in our work through volunteering opportunities.

For these reasons, we have taken care previously to focus on relationships with companies whose purpose and ambitions are reflective and supportive of our own activities to ensure mutually beneficial partnerships.

We are mindful that working with corporate partners can come with reputational risks and have a gift acceptance policy which outlines our approach to donors of all types to help reduce this risk. We will share a copy of this policy with the chosen external agency that we will work with to recruit new corporate partners.

Corporate Sponsor Consultancy

Art UK is looking for an experienced consultant or agency to develop a corporate fundraising strategy to identify Art UK business areas that may appeal to corporate sponsors, advise on appropriate partners, and provide recommendations on delivering a new corporate partnership/sponsorship funding programme.

The consultant will be required to:

- Assess and value the assets of Art UK that might appeal to corporate partners.
- Advise Art UK on developing a selection of corporate sponsorship/support packages. This might range from low value packages that might prove attractive to multiple smaller corporates (for example private galleries/art dealerships) or high value packages that might appeal to large national corporates.
- Explore corporate support opportunities across all our platforms, including our commercial platform – the Art UK Shop – that supports public collections to generate revenue, and Art Detective, that helps collections access expert knowledge about their artworks.
- Use knowledge and experience to advise on sponsorship financial targets that are appropriate, based on the quality of the opportunities.
- Review our vision, mission, brand and marketing, and recommend a motivating case for sponsorship support which clearly articulates the potential benefits and opportunities offered by being associated with Art UK.
- Make recommendations on approaching and securing sponsors and managing delivery.
- Advise on impact, risk, and cost implications.
The consultant must have:

- Experience working with charities and companies to match and build mutually beneficial partnerships.
- Experience working with organisations to identify and value assets that appeal to corporate sponsors.
- Knowledge and experience of the corporate sponsorship marketplace and comparative opportunities available.
- Experience developing charitable messaging and cases for support.

Additionally, experience working with cultural or heritage organisations would be desirable.

Proposal to Tender

The consultant’s proposal to tender for this work should be no longer than four pages of text (not including a CV, which can also be attached).

The tender should include details of:

- A methodology explaining how the brief requirements will be delivered over a three-month period.
- The relevant experience and competency possessed by the consultant and other personnel who will work on the project.
- Previous experience relevant to this contract – examples of at least two specific projects should be cited giving reasons why this experience is relevant. Demonstrating any experience of similar National Lottery-funded projects would be desirable.
- Two references from clients of similar work.
- Information on the consultant’s professional indemnity insurance.

Payment Terms

The budget for this work is £10,000 (+ VAT), inclusive of expenses.

Payment dates will be agreed with the appointed consultant or agency.

Tender Timetable and Contact Details

- **Submission deadline:** 5th September, email submissions to recruitment@artuk.org
- **Evaluation of tenders:** By 12th September
- **Interviews:** By 20th September
- **Notification of outcome:** By 25th September
- **Contract awarded:** Soon after
- **Contract start date:** October 2024
- **Contract length:** Three months