



## **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. It enables a global audience of five million people a year to learn about the UK's national art collection by digitising artworks and telling the stories behind the art. In addition to innovative engagement tools such as Tagger and Curations, Art UK is currently working on new initiatives including a major learning programme, making this a truly exciting time to join the organisation. Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601). For more information, please visit [artuk.org](http://artuk.org).

#### **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 project will take two years, with consultation and development work taking place in year one.

#### **Corporate sponsors**

Whilst Art UK has only a small number of corporate supporters, thanks to our relationship with an existing major corporate sponsor this represents a large percentage of our current funding. However, being so reliant on one particular funder poses a risk to our long-term sustainability. We would therefore like to build a funding relationship with one or two additional corporate supporters to support our work and alleviate this risk.

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 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 support Art UK in identifying business areas that may appeal to corporate sponsors, to identify and approach appropriate partners and support Art UK in building new corporate partnership and funding relationships.

The consultant will be required to:

- Identify and value the assets of Art UK that may appeal to corporate partners
- Create a hierarchy of value for Art UK sponsorship properties
- Package and segment opportunities to fit with commercial sponsor's needs and maximise value for Art UK
- Use knowledge and experience to set sponsorship financial targets that are appropriate, based on the quality of the opportunities
- Build a case for support and create marketing materials. This should define the overall mission, unique attributes and vision to create a motivating case for sponsorship support which clearly articulates the potential benefits and opportunities offered by being associated with Art UK.
- Using your own database of contacts, create a bespoke database of potential sponsor organisations
- Facilitate targeted fundraising events for potential corporate partners to meet and get to know Art UK, identifying appropriate venues and inviting prospective sponsors

The consultant must have:

- Experience of working with charities and companies to match and build mutually beneficial partnerships
- Experience in 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 in developing charitable messaging and case for support
- A current database of corporate sponsors and their sponsorship policies as well as your own network of close contacts

Additionally, experience in 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
- 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

Please send your tender to [recruitment@artuk.org](mailto:recruitment@artuk.org) by 9am on Tuesday 26th March 2024. Interviews will be held via video call on 4th and 5th April 2024.

## Payment terms

The budget for this work is £12,000 (+ VAT), inclusive of expenses.

In addition, a percentage of funds raised through this programme may be agreed with the appointed consultant or agency.

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

## Appointment Terms

The consultant will be appointed for six months in the first year of the project.

## About The National Lottery Heritage Fund

As the largest dedicated funder of the UK's heritage, The National Lottery Heritage Fund's vision is for heritage to be valued, cared for and sustained for everyone, now and in the future as set out in the strategic plan, [Heritage 2033](#). Over the next ten years, the Heritage Fund aims to invest £3.6billion raised for good causes by National Lottery players to bring about benefits for people, places and the natural environment.

The Heritage Fund helps protect, transform and share the things from the past that people care about, from popular museums and historic places, our natural environment and fragile species, to the languages and cultural traditions that celebrate who we are.

The Heritage Fund is passionate about heritage and committed to driving innovation and collaboration to make a positive difference to people's lives today, while leaving a lasting legacy for future generations to enjoy.

Follow @HeritageFundUK on [Twitter](#), [Facebook](#) and [Instagram](#) and use #NationalLotteryHeritageFund [www.heritagefund.org.uk](http://www.heritagefund.org.uk)