

MARGARET RIVER REGION

**open
STUDIOS**

**PAINTING
SCULPTURE
DRAWING
CERAMICS
FURNITURE
METALWORK
WOODWORK
TEXTILES
MIXED MEDIA
UPCYCLING
PHOTOGRAPHY
PRINTMAKING
JEWELLERY
ARTIST BOOKS
GLASSMAKING**

**7-22 SEPTEMBER 2024
PARTNERS GUIDE**

BECOME A PARTNER

Margaret River Region Open Studios (MRROS) is now in its 11th year and has become one of the region's major events, loved by both locals and visitors.

Here are some words visitors regularly use to describe the event.

LOVELY
WONDERFUL
BEAUTIFUL
DIFFERENT

NEW
DIVERSE
FRIENDLY
AMAZING

A partnership with MRROS can help build brand awareness and align with your values, generate goodwill for your organisation and demonstrate a commitment to the community.

TAILORED TO SUIT YOU

We can also tailor our partnerships to suit your sponsorship outcomes. Whether you want to share in our community spirit, achieve tangible business outcomes or a combination of both, we invite you to take part.

THE OPEN STUDIOS AUDIENCE

‘The Art Appreciators’

- 80% Female
- 65% are aged 50 years+
- Couples and Families
- 55% Perth / 45% Local
- Above average education: Degree/Diploma 56%
- Above average Household Income
- Cultured ‘Regularly visit Galleries and Exhibitions’

Source: Visitor Survey / Carat Media



PERSONALISED SUITE OF BENEFITS

Partnerships can be personalised to suit your business needs and we welcome discussing how your business can help us grow the event. We are also open to discussing contra partnerships.

MRROS 2024 Partnership packages:

NAMING RIGHTS PARTNER

POA

The event would be branded with the partners name and logo and be known as

XYZ's Margaret River Region Open Studios

Details on application.

GOLD PARTNER

\$6000 +GST

- A full page ad in our Event Guide (worth \$1540 +GST)
- Prominent positioning on all event marketing material and in the Event Guide
- Logo inclusion on our website home page
- Two newsletter acknowledgements plus logo inclusion in all newsletters
- Two social media acknowledgements
- Use of our logo with Gold Partner recognition
- Invitations to our Launch and Wind-Up events.

SILVER PARTNER

\$3000 +GST

- A half page ad in our Event Guide (worth \$880 +GST)
- Logo on all event marketing material and in Event Guide
- One newsletter acknowledgement plus logo inclusion in all newsletters
- One Social Media acknowledgement
- Use of our logo with Silver Partner recognition
- Two invitations to our Launch and Wind-Up events.

BRONZE PARTNER

\$1500 +GST

- A quarter page ad in our Event Guide (worth \$550 +GST)
- Recognition in our Event Guide
- Logo inclusion in our newsletters
- Use of our logo with Bronze Partner recognition
- Two invitations to our Launch and Wind-Up events.

VENUE PARTNER

\$1500 +GST

- This is a Venue that hosts a local Artist for the event who does not have a visitable studio
Venue partners need to be approved in advance
- Benefits and cost as per Bronze Partners.

If you or your business would like to become a Margaret River Region Open Studios sponsor please:

COMPLETE THE FORM BELOW AND EMAIL TO:

Susie Opie - art@mrros.com.au

PARTNERSHIP FORM

PARTNERSHIPS OPTIONS

NAMING RIGHTS PARTNER	POA	
GOLD PARTNER	\$6000 + GST	
SILVER PARTNER	\$3000 + GST	
BRONZE PARTNER	\$1500 + GST	
VENUE PARTNER	\$1500 + GST	
	TOTAL:	

NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL: _____ ABN: _____

PAYMENT DETAILS

Pay by direct deposit:

BSB: 633000 Account: 163543473

Account Name: Margaret River Region Open Studios Inc.

Reference: Partners Name

NAME: _____ SIGNATURE: _____

ARTWORK REQUIREMENTS

LOGO

Please provide a high resolution vector version of your logo to

Emily: em@emilyjacksondesign.com.au

Advert design and artwork

Please contact Emily to discuss design and artwork specifications and production:

em@emilyjacksondesign.com.au 0407 199 796

Please note: Advert design and artwork production costs are additional.



OPEN STUDIOS 2023 RESULTS

PR 195 STORIES

753k Estimated Views
SevenWest Media Partner

CARAT DIGITAL ADVERTISING

3,662,000 Impressions
643,970 Reach
Prospecting and Lookalike Audiences
10sec video format
207,064 Complete video views

WEBSITE

46,000 Unique Visitors
74% from mobiles

New TrailMaker

9,900 Views

SOCIAL MEDIA FACEBOOK

446,000 Reach
145 Posts
Followers 10,683

INSTAGRAM

56,000 Reach
125 Posts
Followers 9208

JACKSONS PARTNERSHIP

9 stores
7,500 Guides distributed
20,000 eNewsletters

MRROS NEWSLETTERS

11 to 10,000
Database (+14%)

POSTER GIRLS PERTH

400 Posters
4,000 Leaflets

YAHAVA

40,000 Coffee Cups

SHELTER BREWING

20,000 Pale Ale Cans

HIGHEST EVER VISITOR NUMBERS

Over **145,000**

studio visits **+12%**

Just over **\$2 million**
of art sold

A high **52%**
from Perth

23% First Time Visitors
(Still Growing)

9 Average number of studios visited

76% Bought Art

Visit Purpose

65% Came specifically
11% Live Here/SW
24% Just visiting

Most popular

Painting, Sculpture, Ceramics, Photography,
Print Making, Mixed Media.

3-4 Days

Most usual time spent

Estimated Economic Benefit
+\$11 million

VISITOR SATISFACTION SCORES

Strongly Agree/Agree

Important event on WA Arts Calendar	97%
Variety of Art Genres and Mediums	97%
Celebrates and promotes local artists	97%
Met Expectations	98%
Likely to attend next year	95%

NET PROMOTER SCORE

(-100 to +100)

A Remarkable **+84**

Note: The 2023 event was conducted between 9th - 24th September 2023 under normal conditions with, anecdotally, many people overseas.

Sources: 2023 Artist Records, 2023 Online Visitor Survey , PR/Social Media*/Website/Carat Supplier Reports.

* Using Sked Social, Google Analytics and Campaign Monitor. Year on year comparisons adjusted to these databases.