

**LEEDS**  
**MUSEUMS & GALLERIES**  
**SPONSORSHIP PACK**

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# INTRODUCTION

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## **Leeds is home to a fantastic range of museums and galleries, featuring collections of national and international significance.**

The city also hosts major touring shows such as the Henry Moore exhibition. A huge success when it showed earlier this year at Tate Britain in London, and currently showing in Toronto, Canada, the exhibition opens in Leeds next year. It represents a major international retrospective of the work of Yorkshire and the UK's greatest ever sculptor.

Sponsoring an exhibition of this kind or one of the nine museums and galleries in Leeds represents an ideal and cost effective way to promote your business.

Supporting the city's museums and galleries offers a combination of benefits that allow companies to raise their profile within the market place and the wider community, develop their brand and entertain their clients in impressive and unusual surroundings. With their outstanding collections and range of venues, Leeds museums and galleries provide fantastic settings for corporate hospitality.

### **Our Venues**

**Leeds Art Gallery** is the perfect venue for drinks receptions and private dinners. More formal meetings and events can be hosted in the newly refurbished seminar and meeting rooms, while larger networking events and receptions can be accommodated in the beautifully restored Tiled Hall.

**Leeds City Museum** offers a magnificent setting for corporate functions, with the central arena seating up to 250 guests for a dinner event and an audience of up to 400 for theatre-style presentations. Smaller conference rooms are also available while galleries can be used for drinks and pre-dinner receptions.

**Temple Newsam** is one of the great country houses of England, set in 1500 acres of parkland landscaped by Capability Brown. Its Great Hall, Dining Room and Picture

Gallery can be used to host both large and more intimate dinners and receptions, while the grounds provide a stunning backdrop.

**Other venues** available to sponsors for corporate events include: **Lotherton Hall**, with its delightful parkland setting and Edwardian country house, deer park and bird garden; **Thwaite Mills**, a unique riverside museum set on an island between the River Aire and the Aire & Calder Canal, with a fully restored, working water mill; **Kirkstall Abbey**, a Cistercian monastery and an ideal venue for outdoor events in summer; the **Abbey House Museum**, housing a permanent exhibition on life in Victorian Leeds; and **Armley Mills**, once the world's largest woollen mill and today a working museum which offers a fascinating insight into the city's industrial heritage.

Each has its own unique character and history but comes equipped with modern equipment and facilities, enabling them to be easily adapted to accommodate all your requirements.



*Leeds City Museum*

### **Contact**

**John Roles** — Head of Museums & Galleries  
**T. 0113 247 4019** [john.roles@leeds.gov.uk](mailto:john.roles@leeds.gov.uk)

# HOW WE CAN HELP YOU

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**As a sponsor of Leeds museums and galleries you can enjoy the following benefits, which can be tailored to meet your individual business goals.**

### Public profile

- Reaching an audience of over one million visitors to Leeds museums and galleries.
- Acknowledgement of your support and company logo on promotional literature and marketing collateral.
- Your corporate statement in exhibition catalogues and publications.
- Opportunity to address audiences at private views.
- The display of company materials in our venues.
- Sponsors' support will be fully acknowledged in press releases, interviews and features issued to broadcast and print media.
- Sponsors' insert in press packs.

### Hospitality

- We have some of Leeds' finest venues and you can enjoy exclusive access to host corporate events such as private views, meetings, concerts, lectures and away days.
- We can offer venues ideal for fine dining and banqueting such as our Tudor mansion, Temple Newsam House or the intimate Lotherton Hall. Enjoy a contemporary soiree in the dazzling Tiled Hall of Leeds Art Gallery or the arena at Leeds City Museum. For something a little more quirky a barbeque or picnic on the banks of the Aire and Calder at Thwaite Mills watermill or within the walls of the Cistercian monastery, Kirkstall Abbey. Find out more about what museums do by using meeting facilities at the Discovery Centre, a purpose-built storage centre where Leeds' collections are housed and cared for.
- Our venues are steeped in history and stories providing great subjects for private talks and tours in addition to special interest tours such as the ghost walks at Temple Newsam, Abbey House Museum and Armley Mills.

- We hold internationally renowned collections and host world class exhibitions; so, host a VIP private view surrounded by works from JMW Turner to Damien Hirst at Leeds Art Gallery.

### Social responsibility

Leeds museums and galleries work with schools and community groups to inspire the young and vulnerable. By supporting our programme your company can share in making a difference to people's lives.

### Sponsorship package examples

We always discuss with partners what they would like to receive for their support but here are some suggested packages.

<b>The Offer</b>	<b>Support</b>
<ul style="list-style-type: none"> <li>- <b>Branding credits — Logo on all exhibition or project marketing materials</b></li> <li>- <b>10 invites to preview opening</b></li> <li>- <b>Use of a meeting room in any of our venues</b></li> <li>- <b>A guided tour for a group of up to 40 people in any of our venues</b></li> </ul>	<b>£5,000</b>
<ul style="list-style-type: none"> <li>- <b>Branding credits as above</b></li> <li>- <b>A two hour private view in one of our venues for up to 100 people</b></li> <li>- <b>Use of a meeting room in any of our venues for up to 40 people</b></li> <li>- <b>A guided tour for a group of up to 40 people or a half day workshop for up to 20 people (dance, physical theatre, painting, skillsbuilding)</b></li> </ul>	<b>£10,000</b>
<ul style="list-style-type: none"> <li>- <b>A tailor made package of benefits designed to meet the individual requirements of your business</b></li> </ul>	<b>£25,000+</b>

### Additional opportunities

The 'What's On' guide is the extremely popular bi-annual museums and galleries exhibitions and events guide. It's targeted at the family market and has a current circulation of 50,000 across the region. An opportunity exists to sponsor this publication.

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# 2011/12 PROGRAMME

## EXHIBITIONS—THE BLOCKBUSTERS

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## Be associated with one of our major shows over the year ahead, helping to maximise the impact of these high profile exhibitions which will be the **'must see'** shows for 2011.

### **Henry Moore** **Leeds Art Gallery. March—June 2011**

Henry Moore, Yorkshire's and arguably the UK's greatest ever sculptor, began his artistic career at Leeds College of Art. This year, Tate Britain presented a major international exhibition of his work and Leeds Art Gallery is thrilled to be bringing this important exhibition to the region next year.

This is your opportunity to be associated with one of the most exciting events on the region's cultural calendar. Bringing together key pieces from public and private collections in the UK which have never been seen together in Leeds. The exhibition presents Moore, not just alongside his artist contemporaries, but in the context of the political and cultural history of the twentieth century.

On show at Tate Britain until August 2010, the exhibition travelled to the Art Gallery of Ontario, Canada, before showing at Leeds Art Gallery – 4th March to 12th June 2011 – its final venue.

### **Artist Room: Damien Hirst** **Leeds Art Gallery. July—September 2011**

Artists Rooms is a collection of international contemporary art, which has been created through one of the largest gifts of art ever made to museums in Britain. The gift was made by Anthony d'Offay in 2008, with the support of the National Heritage Memorial Fund, The Art Fund and the Scottish and British Governments.

Leeds will be taking work by Damien Hirst as part of 'Artist Rooms on tour'. The White Room at Leeds Art Gallery will be our very own 'Artist Room' of Hirst and will include photography, painting, sculpture and installation.

Though born in Bristol, Hirst grew up in Leeds, attending Leeds College of Art, so this will

be a welcome opportunity for people in the city to see his work for themselves. Damien Hirst, is often controversial but always thought provoking and this exhibition guarantees to be one of the most talked about events in 2011.

### **Spiceworld: The Exhibition** **Leeds City Museum. January—July 2011**

Love them or hate them this show examines the rise and fall of the Spice Girls through the extensive objects of a local collector. The show will offer a unique glimpse of the music industry at the height of Brit Pop. Explore package bands, media, the pressure of celebrity and of course the music and merchandise that so often made the Spice Girls front page news. It is the intention to include many of those, now iconic, items such as Geri's union jack boots, Emma's blue mini dress worn at the Brits and, Leeds' own, Mel B's orange velvet hot pants.

### **Queen Elizabeth II by Cecil Beaton** **Leeds City Museum. May—June 2012**

In 2012, the Queen will be celebrating her Diamond Jubilee. To mark the occasion, Leeds City Museum will be hosting the first leg of a UK-wide touring exhibition organised by the V&A.

Sixty important photographs, representing each year of the Queen's reign, will be on show for six weeks in the spring of 2012. The images will be drawn exclusively from the V&A's archive of photographs taken by royal photographer Cecil Beaton (1904-1980), depicting the Queen and the Royal Family on official occasions and 'off-duty' at home.

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# LOOKING AFTER AND DEVELOPING BEAUTIFUL HERITAGE SITES

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## Leeds museums and galleries are looking to progress several major long-term projects to restore artefacts and facilities at key sites.

**Help us to move those projects forward and make your mark on the city's museums and galleries in a permanent way.**

### **The Brushing Room** ***Temple Newsam House***

Temple Newsam is a stunning Tudor-Jacobean mansion regarded as the 'Hampton Court of the North'. The Brushing Room is located in the cellar of Temple Newsam and would originally have been the room that people would have 'brushed off' in after a day of hunting, riding or walking in the estate.

Our plan is to increase the number of education visits at Temple Newsam by restoring the Brushing Room to its original condition, making it available for schools workshops as well as being available for holiday craft activities and meetings.

With a working cooking range it will become a 'hands on' practical space for the ever popular cookery demonstrations. The project is expected to cost in the region of £200,000 - £300,000, enabling the renovations in a Grade 1 listed house to be undertaken with care and precision. The bulk of the funding is expected to come from the Heritage Lottery Fund.

### **The Drawing Room Restoration** ***Lotherton Hall***

Lotherton Hall is a beautiful Edwardian country house and an absolute treasure trove of arts and crafts, with an outstanding costume collection. The Drawing Room is its finest historic interior. Created in 1903 for Colonel and Mrs Gascoigne, it hints at the comfort, elegance and sense of security enjoyed by the English upper classes in the halcyon days before the First World War.

It is now a shadow of its former self and the museums and galleries service would like

to restore the Drawing Room to its former glory. The bright green silk is to be re-woven and hung on the walls and highly elaborate and luxurious windows will be recreated with thickly padded curtain drapes and voile blinds. The popular Lotherton concert series is already held in the Drawing Room but the renovation will offer a much more appealing location for private functions such as weddings, receptions and corporate entertaining. The project is expected to cost in the region of £78,000.

### **Re-building the Stable Block** ***Thwaite Mills***

Thwaite Mills is a fully restored working watermill on the banks of the Aire and Calder. The stable block is a unique building and the last building in need of renovation at the Thwaite Mills Watermill complex. This stable tells the important story of the use of horses on site as part of the workforce at the mill. Within the building, the original horse stalls still remain. The expected cost of this project is in the region of £200,000 and on completion will mean the final missing pieces of the visitor experience will be complete.



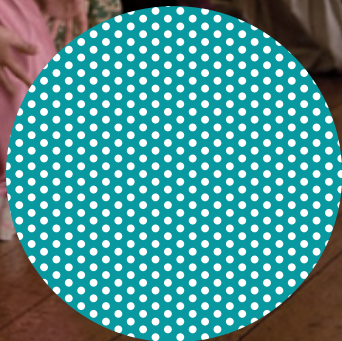
*Lotherton Hall*

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# LOOKING AFTER OBJECTS FOR FUTURE GENERATIONS

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## We are looking to progress several important object conservation projects over the next three years.

### **Hinton House Bed** *Temple Newsam*

The Hinton House State Bed is a huge canopied bed originally hung in silk, velvet and gold and made around 1710. The original drapes are extremely degraded or lost and the canopy is currently supported by four posts which are not original.

The bed was originally an 'Angel' or 'Flying tester' bed, meaning the canopy is suspended and hung by a chain from the ceiling.

Although not original to Temple Newsam we know that around 1718 Temple Newsam housed its own 'Angel' bed. There is only one other 'Angel' bed on display in the South West of the country. The whole project will cost £76,000 of which £56,000 has already been secured to allow restoration work to begin. The project is expected to be complete by December 2011.

### **Harrison Clock** *Leeds City Museum*

Leeds museums and galleries owns one of only three precision pendulum clocks made by the master clock maker John Harrison of 'Longitude' fame. Only two of the three clocks remain in public ownership.

The clock was instrumental in Harrison solving the Longitude problem and changed the world as we know it. Before this, countless lives and ships had been lost as mariners were unable to identify their position at sea precisely.

Not only is this clock of international scientific importance but it is also of major significance to the region as John Harrison was born in Foulby, West Yorkshire. The clock was made in 1727 with an amazing fully working wooden mechanism. It has never been on show to the public before and currently requires about £79,000 of detailed specialist work to

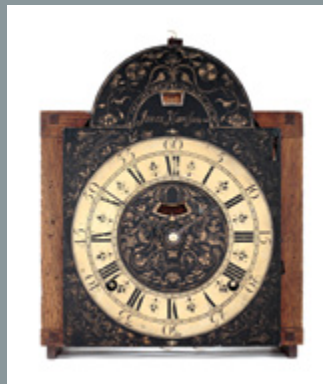
restore, interpret and display it at Leeds City Museum.

### **Boiler for the Fire Engine** *Armley Mills*

Once the world's largest woollen Mill, Armley Mills is Leeds' only industrial museum with waterwheels, steam engines and the great spinning mule. The restoration of the fire engine would mean this 'great beast' could be brought to life as it could be used in full steam. It is an extremely popular item and a star piece of the collection which attracts attention from all over the world.

### **Telling the story of Kirkstall Abbey**

Kirkstall Abbey is one of the best preserved Cistercian monasteries in the country. It re-opened to the public in 2005 after a major restoration project and the development of a hugely popular and interactive visitor centre. Almost 100,000 people visit each year and it is in need of a new guidebook. £5,000 would support origination costs and enable the sponsor to put their mark on this popular attraction.



*The Harrison Clock*

### **Contact**

**John Roles** — Head of Museums & Galleries  
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[museumsandgalleries@leeds.gov.uk](mailto:museumsandgalleries@leeds.gov.uk)  
[www.leeds.gov.uk/museumsandgalleries](http://www.leeds.gov.uk/museumsandgalleries)

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