

Sponsorship
Pack 2010

- / Fine Art
- / 3D Design
- / Fashion
- / Fine Art



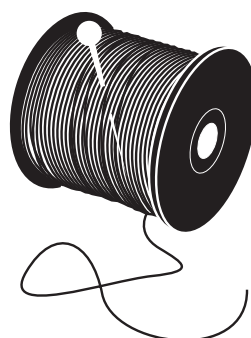
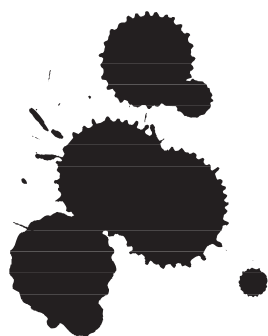
Tomorrow's Talent Today

NORTHERN FUTURESIO AWARDS

Sponsorship Pack

Contents

Overview: What is Northern Futures?	p1
Categories	p3
Judging Panels	p5
Where is it going to take place?	p7
Who is our audience?	p8
Why Sponsor?	p8
Sponsorship Opportunities	p9
Contact	p11



NORTHERN FUTURES AWARDS

Overview: What is Northern Futures?

Northern Futures celebrates and rewards the best in Northern creative talent.

The North of England has produced some of the most innovative and respected creative individuals the world has seen. Artists and innovators such as Henry Moore, Vivienne Westwood, Damien Hirst, Mike Leigh, Danny Boyle, David Hockney and Peter Saville, to name just a few, illustrate the wealth of talent that the north produces.

Art and culture is integral to the renaissance of the north. Northern Futures celebrates the future talent emerging from the north, seeking to identify and encourage future Westwoods, Hockneys, Boyles and Savilles into successful creative futures. The prize will cement the north as a hotbed of new creativity and showcase our talent to the world.

Each year Northern Futures will focus on specialist areas of art and design. For the inaugural year, 2010, the categories are:

Fine Art
3D Design
Fashion
Film

The prize is open to all artists, designers and film makers aged between 21-40 born, living or working in the north of England (as defined by Arts Council areas Yorkshire, North West and North East). There will be £1,500 cash prize for the winner from each category and two runners up per category who will each receive £250. Each category will be judged by a panel made from leading industry champions.

Prize winners and runners up from each category will be showcased within Northern Futures Award Exhibition at The Civic, Barnsley between 28 July and 3 September 2010. Submission deadline is April 30 2010. The winners and runners up of the Northern Futures Awards will then have their work published in the Northern Futures Award Annual which will be distributed to leading curators and galleries, fashion houses, film production companies, design companies and manufacturers.

NORTHERN FUTURES AWARDS

The competition is open from 15 January 2010. Entrants can register their details now at www.northernfutures.co.uk. The deadline for submission is 30 April 2010. Shortlisted entrants will be notified on June 7th, after this arrangements will be made to have access to Entrants' work for inclusion in the Northern Futures Launch Ceremony & Exhibition: 28 July - 3 September. Winners will be announced during the exhibition, week commencing the 16 August, at the Northern Futures Awards.

Benefits

The Northern Futures Awards will provide successful short listed entrants the opportunity to exhibit their work and have work featured in the Northern Futures printed Annual.

Eligibility

The prize is open to all artists, designers and film makers aged between 21-40 born, living or working in the north of England (as defined by Arts Council areas Yorkshire, North West and North East).

Deadlines

Submission dates from 15 January - 30 April

Shortlisted candidates will receive the invitation to participate in Northern Futures Award Exhibition on 7 June.

Entrants work will need to be delivered to the The Civic, Barnsley before 2 July. Northern Futures Launch Ceremony & Exhibition will be held from the 28 July - 3 September.

Winners will be announced during exhibition week commencing 16 August at an Awards Ceremony at The Civic, Barnsley.

Entry Fee

Entry fee to Northern Futures is £20. This is payable through our online submission system.

All payments should be received by 30 April 2010.

NORTHERN FUTURES AWARDS

Categories:

Fine Art

Should your work be rightfully gracing the walls of leading galleries? Do you live to communicate through your visual art, creating work that embraces both beauty and concept? We're seeking emerging contemporary artistic talent to submit work into the Fine Art category. If your art is your life, then you need to be a part of Northern Futures. Work must have been developed within the last 24 months.

Entries should show creativity, a strong concept and originality. All submissions must be of completed work, and work must be available for display at the Northern Futures exhibition.

Film

If you aspire to be the next Danny Boyle or Mike Leigh, this is a great chance to show everyone just how good you are. In a hugely competitive industry such as film you need to stand out from the crowd. Winning accolades for your work can give you the distinction you need. We're looking for the best new film makers to enter Northern Futures Film category and be recognised for your talent and creativity. If film is your life then you need to be a part of Northern Futures.

Entries should show imagination and originality, a strong concept and appropriate production. Work may be narrative or abstract and must be under 60 minutes long. Work may be live action or animated. Entries will be judged according to originality of idea, creativity of work and production. Work must be available for screening at the Northern Futures exhibition.

NORTHERN FUTURES AWARDS

Categories:

Fashion

Do you dream of seeing your designs on the runways of the world? Looking for a chance to show the industry exactly how good you are? We are seeking the most talented and creative emerging fashion designers to submit entries into this category. If you live, breathe and create great fashion then you need to be a part of Northern Futures.

Entries should show an understanding of the fashion design process, including colour, fabric, styling and production techniques. Submissions can be for designs not yet fully realised but clear indication of production processes should be made for any non realised work. All work should clearly illustrate the development of ideas from concept to final design including written rationale. Entrants should be prepared to produce the work for display at the Northern Futures exhibition if it is not already complete.

3D Design

Do you dream of seeing your products winning international design accolades and influencing the way we live? Are you seeking to solve the problems of the world through the application of innovation and creativity? Whatever your design passion, Northern Futures can help you to showcase your work. We are seeking entries into the 3D Design category from original thinkers and problem solvers obsessed with design excellence! Work must have been developed within the last 24 months.

Entries should show originality, creative problem solving, practical purpose and innovation. Work need not be finally realised, however, entrants may be required to produce a maquette or final piece for inclusion in Northern Futures exhibition should they be short listed.

NORTHERN FUTURESIO AWARDS

3D Design

Ben Kelly
Designer
Ben Kelly Studio

Moritz Waldemeyer
Moritz Waldemeyer Studio
London

Donna Loveday
Head of Curatorial
Design Museum

Tim Abrahams
Associate Editor
Blueprint Magazine

Jason Bruges
Designer
Jason Bruges Studio

Conny Freyer
Designer
Troika

Theresa Dowling
Editor
FX Editor, X2 Editor

Jonathan Krawczuk
DesignedMade

Fashion

Christopher Bailey - UNCONFIRMED
Creative Director
Burberry

Katie Bain
Show Manager
British Fashion Council

Rita Britton
Proprietor
Pollyanna

Stephanie Cooper
Tutor
Central St Martins

NORTHERN FUTURESIO AWARDS

Where is it taking place?

Northern Futures exhibition and awards is hosted by The Civic, a new £15 million arts venue, providing a contemporary, creative and cultural environment, offering a fantastic opportunity to access a broad and diverse selection of arts events and activities.

Accessed through the new entrance on Hanson Street, below the Barnsley Clock, visitors ascend a magnificent staircase which dramatically spans 3 floors in a single flight. The stonework and striking windows create a contemporary space whilst retaining the beauty of the original building. Offering a brand new performance space, the Assembly Room is a highly flexible environment that can be used to support almost any type of entertainment or event. Adjacent to the Assembly Room is the Panorama. With stunning views over Mandela Gardens and the borough beyond, the Panorama can host smaller more intimate events and is the perfect place to meet, relax and enjoy activities at The Civic.

Within the Creative Design Extension, a contemporary addition to the old building, is The Gallery@ a contemporary exhibition space, meeting rooms and 10 Creative Workspaces, designed to be a home for Barnsley's up and coming artistic and cultural industries. The workspaces are suitable for a range of creative businesses, offering various opportunities for joined up working with likeminded organisations.

The Civic
Hanson Street
Barnsley
S70 2HZ

Reception
01226 327000

Website
www.barnsleycivic.co.uk

NORTHERN FUTURES AWARDS

Who is our Audience?

Northern Futures' targeted entrants are creative artists, designers and film makers, born, living or working in the North of England. The targeted audience for the Northern Futures exhibition and award ceremony is much wider with no limit on age but at the core are 21-40 young creatives. This creates a perfect environment to showcase your products and services to a selective, highly design-literate audience from the creative and design industries. This 'high-end' audience, approx 80% of whom already work in the creative industries and a high percentage of whom run their own company. Northern Futures' audience have the power to influence.

Sponsoring Northern Futures offers excellent visibility in the creative sector. Northern Futures will give you not only the benefit of reaching a wide Creative Sector audience but also a unique opportunity to connect with a young demographic audience in the Creative Community in the North of England.

Why Sponsor?

Sponsoring Northern Futures will give you an opportunity to:

- Reach an audience aged 21-40 from the creative sector.
- Increase your brand awareness to a selective, highly design-literate audience from the creative and design industries.
- Associate your brand with one of the newest Cultural awards in the North of England.
- Opportunity for you to be associated with an event that promotes creativity within Fine Art, Fashion, Film and 3D Design industries, and showcases this to a wide audience via an exhibition and award ceremony.
- Press coverage: we will get as much press coverage as possible through our media and publicity strategy. We will also work with our media partners to publicise the event extensively. You will be acknowledged as our sponsor in our advertising campaign.

NORTHERN FUTURES AWARDS

Sponsorship Opportunities

Northern Futures offers valuable sponsorship opportunities. There are many opportunities to support Northern Futures from being overall Awards sponsor, to sponsoring each category. Other sponsorship opportunities take the form of events sponsor and supporting the production of the Northern Futures Award Catalogue, published to include all shortlisted entries.

If you would like information about becoming a sponsor, please contact Patrick Murphy, Director, Northern Futures at info@northernfutures.co.uk

Overall Sponsorship

Included:

- Logo underneath Northern Futures logo
- The use of the Northern Futures brand in your marketing
- The Competition Sponsors title
- Corporate Invitations to both Northern Futures Launch and Awards Ceremony
- Extensive branding throughout the event and also online
- Company will be credited as a contributor in all articles and any media produced.
- First Refusal on Sponsorship for the Northern Futures 2011.

The title of main sponsor for Northern Futures means that you will become the first company to be truly involved in the project. As well as having category sponsors your brand will be associated with the whole Northern Futures Award.

All materials produced for the event will be sent to your business to be cross referenced to ensure brand preservation.

Your company will also be assigned personal liaison to ensure your needs are met throughout the planning of Northern Futures 2010.

Cost £10,000

NORTHERN FUTURES AWARDS

Category Sponsorship

Film, Fashion, Fine Art & 3D Design

Included:

- Logo on All Materials Produced for Northern Futures
- The use of the Northern Futures brand in your marketing
- Corporate Invitations to both Northern Futures Launch and Awards Ceremony
- Extensive branding through out the venue
- First Refusal on Sponsorship for the Northern Futures 2011.

Category sponsors will have the category listed under their company name as well as have the logo continually on show throughout the venue and the award.

Your message will be clearly displayed through out the venue and the production will be sent to you to ensure it meets with your brand's needs.

Your company will also be assigned personal liaison to ensure your needs are met throughout the planning of Northern Futures 2010.

£5,000

Media Sponsor

The Northern Futures Media sponsor, will help spread the word about the Award by promoting the award to a wider audience.

Included:

- Logo on Northern Futures Catalogue
- Miniature Logo on all generic Northern Futures promotion
- The use of the Northern Futures brand in your marketing
- Branding through out the venue
- First Refusal on Sponsorship for the Northern Futures 2011.

£5,000

Event Sponsorship

Northern Futures Event sponsor, will help with services that will be part of the Northern Futures Award ceremony and exhibition; these include catering, live entertainment etc

Included:

- Logo on All Materials Produced for Northern Futures Awards
- Miniature Logo on all generic Northern Futures promotion
- The use of the Northern Futures brand in your marketing
- Extensive branding throughout the venue
- First Refusal on Sponsorship for the Northern Futures 2011.

£5,000

NORTHERN FUTURES AWARDS

Public's Choice Sponsor

Each year Northern Futures will ask the public to vote for their overall winner from all the categories. This award promises to engage with the viewing audience and be a popular feature of Northern Futures.

Included:

- Logo on All Materials Produced for Northern Futures
- The use of the Northern Futures brand in your marketing
- Corporate Invitations to both Northern Futures Launch and Awards Ceremony
- Extensive branding through out the venue
- First Refusal on Sponsorship for the Northern Futures 2011.

£5,000

Catalogue Sponsors

Each year Northern Futures will produce an Annual containing the work of all shortlisted artists and designers, this will be distributed to over 1000 leading industry figures and organisations.

Included:

- Logo on Northern Futures Annual
- Miniature Logo on all generic Northern Futures promotion
- The use of the Northern Futures brand in your marketing
- Branding throughout the venue
- First Refusal on Sponsorship for the Northern Futures 2011.

£5,000

In Kind Sponsorship

Northern Futures appreciates all forms of support. If you are interested to sponsor any of the facilities, for example: food, printing, distribution, please contact us to discuss that further.

These packages can be tailored to meet the individual needs.

Contact

For more information about Northern Futures Sponsorship Opportunities, contact

Patrick Murphy,
Director, Northern Futures
07958367808 or email
info@northernfutures.co.uk