



**SPONSOR. PROMOTE. COLLABORATE**

# **WORKING WITH UK NEW ARTISTS**

**OPPORTUNITIES  
FOR BUSINESS COLLABORATIONS  
AND SPONSORSHIP**



Finalists of the Robert Walters Group UK  
New Artist of the Year Award 2019.  
Photo by Reece Straw.

## UK NEW ARTISTS WE'RE DIVERSE & AMBITIOUS

We are a pioneering arts charity which supports new and emerging artists to become the next generation of UK innovators and creatives.

We are a UK wide organisation which invests in creativity outside of the capital. Our arts projects change places and connect communities.

UKNA's national and international projects such as our festivals, exchanges and talent development programmes are helping to raise the profile of the UK's creativity sector around the world.

Working with us can help raise the profile of your business and help to position your business positively amongst your customers and community.

## **Work with us.**

UKNA works with businesses of all shapes and sizes, to create strong, innovative and mutually beneficial collaborations.

Creative thinking is key to economic success. By cultivating creative talent across the UK, we are investing in the future of our country.

A partnership with UKNA can raise your company's profile, position your business as innovative and forward thinking and will amplify your visibility within your community.

We provide unique opportunities to entertain clients, engage or reward staff and position your business as a leader and innovators.

Working directly with our team we can create bespoke projects or offer opportunities to sponsor our wider programme.

## **Why support us?**

With your support we can reach thousands of artists of all kinds, ensuring the UK leads the field in the arts, with exceptional dancers, painters, poets and theatre makers.

These people are the creative thinkers of the future, and create places that people want to live and work which is essential for any business.

WE ARE SEEKING BUSINESS PARTNERS  
THAT WANT TO:

# SHOW THE VALUE OF CULTURE TO THEIR BUSINESS.

## ROBERT WALTERS GROUP UK NEW ARTISTS OF THE YEAR 2019 / 2021 / 2022

Robert Walters Group is one of the world's leading specialist professional recruitment firms with more than 4,300 staff spanning 31 countries. The company's client base ranges from the world's leading blue-chip corporates and financial services organisations through to SMEs and start-ups. Robert Walters Group wanted a way to embed contemporary art into the culture of the business; to showcase the company's powerful international success story, and its commitment to innovation and emerging talent; and to introduce a new and exciting platform to entertain clients and reward staff.

UKNA provided the solution, working quickly and creatively to develop the Robert Walters Group UK New Artist of the Year prize: an annual open competition which UKNA led on the conception, management, and delivery of the project.

The 2019 and 2021 Awards culminated in dynamic exhibitions of 20 exceptional artists at the prestigious Saatchi Gallery, London with cash prizes of £10k and £5k for the winner and runner-up each year – a significant investment in the next generation of artists. 2022 prizes will follow, as this prestigious partnership continues to develop.

"Providing opportunities for ambitious professionals to achieve their potential is the foundation of our business and as an organisation it is a privilege to be able to provide such a platform for new artists in the UK. We are looking forward to the return of the Robert Walters Group UK New Artist of the Year Award in 2022."

Robert Walters, CEO, Robert Walters Group

**WE ARE SEEKING BUSINESS PARTNERS  
THAT WANT TO:**

# **CREATE TRULY MEMORABLE EXPERIENCES FOR THEIR CUSTOMERS**

## **NOTTINGHAM CITY TRANSPORT**

UKNA collaborated with award winning bus operator Nottingham City Transport to transform a 40 seater public bus into a unique theatre space for a spoken word performance by Scottish company In The Works.

At two free sell-out shows, the performers made use of the whole bus to create a piece of work that was intimate and absorbing. It gave Nottingham City Transport an innovative way to showcase its support for the arts and its forward-thinking business, as well as a unique, free and fun offer to the public.



In the Works - The 900 Club.  
Photo by Matt Cawrey.

**WE ARE SEEKING BUSINESS PARTNERS  
THAT UNDERSTAND:**

# **THE VALUE OF CULTURE IN REBUILDING OUR CITY CENTRES**

## **Innes England Market Insite 2019 event.**

National property development firm Innes England supported UKNA to transform empty spaces into vibrant pop-up creative galleries for the public to see new work for free. Innovative and collaborative projects of this kind have helped to build Nottingham's reputation as an inspiring place to live and work.

UKNA also provided a special guided tour of UKYA City Takeover pop-up art spaces for delegates of Innes England's Market insight 2019 event. This demonstrated how art and creativity can animate the high street and energise void spaces and exploring the role of culture and creativity in relation to place, property, place-making and inward investment.

We also worked with Nottingham BID, one of the largest Business Improvement Districts in the country, whose objective is to put Nottingham on the map as a regional and national city of choice for shopping, leisure, work, and study.

"Seeing the city filled with some of the most creative and exciting young artists from across the country and the globe was nothing short of inspirational. In what is clearly a challenging and turbulent time for town and city centres across the country it is projects like the City Takeover that make people want to come in, providing an experience unmatched online."

Lee Walker, Nottingham BID



**WE ARE SEEKING BUSINESS PARTNERS  
THAT UNDERSTAND:**

# **THE VALUE OF ALL COMMUNITIES HAVING ACCESS TO ARTS AND CULTURE**

Nottingham-based national law firm Browne Jacobson's support of our Connecting the Community programme helped UKNA to provide creative, participatory opportunities for 270 young people, including young people affected by mental health, from disadvantaged communities, and refugees.

Browne Jacobson staff supported the delivery of the programme as volunteers.



Konstantina Skalionta performance.  
Photo by Matt Cawrey.

# THE BENEFITS

BRAND PROMOTION  
& TARGETED MARKETING:

**18K**

FOLLOWERS ACROSS FACEBOOK,  
INSTAGRAM AND TWITTER

**1.5M**

AVERAGE ANNUAL REACH  
ACROSS SOCIAL MEDIA  
CHANNELS

**400K**

VISITS TO THE UKNA WEBSITE  
EACH YEAR.

- UNIQUE NETWORKING-  
OPPORTUNITIES

- STAFF INVOLVEMENT-  
& VOLUNTEERING

- EXCELLENCE-  
CREATIVITY, AND INNOVATION

- DEEPENING COMMUNITY LINKS -





# Find out how working with UK New Artists can positively impact your business

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