

The background image shows the interior of the Auckland Art Gallery Toi O Tāmaki. The upper portion features a large, complex wooden dome with a radial pattern of beams. Below the dome is a mezzanine level with a glass railing. The lower portion of the image shows a large, open space with walls made of light-colored stone blocks. In the bottom left corner, a set of concrete stairs with a metal handrail is visible. A large, thin white circle is superimposed on the right side of the image, partially enclosing the text and the gallery's interior.

# The Partners Circle

Membership for business  
at Auckland Art Gallery

**AUCKLAND ART GALLERY TOI O TĀMAKI**

## Introducing our Partners Circle

**Partnerships make it possible for Auckland Art Gallery Toi o Tāmaki to present the world-class exhibitions and projects that inspire our audiences and enrich our city.**

The Gallery has developed a new programme with the business community in mind: our Partners Circle offers a simple and direct way to connect your business with all the Gallery has to offer throughout the year.

Through an annual membership, our Partners Circle combines some of the Gallery's most popular and successful initiatives into one year-round programme. Content and benefits will be tailored and scaled to suit each Partner's needs, but the highlights include:

- memberships for your team
- after-hours hosting
- networking
- brand acknowledgement

Whether you are looking to engage with the Gallery for the first time, or to deepen your involvement with our programmes, the Partners Circle is a great opportunity to share and connect.





## Partners Circle

### Membership for our business community

#### The offer – at a glance

##### Membership

**Connect your business with 8000 of our highly engaged individual Members.**

Our Partners will receive an allocation of individual Partner Memberships. Packaged attractively, the memberships can be used as incentives or bonuses for staff, or for gifting to clients. Valid for one year from date of allocation and registration. These Partner Memberships will include a guest pass so that cardholders can share their experiences with a friend or colleague.

##### Highlights of Membership

Unlimited free entry to ticketed exhibitions, use of the Members Lounge (during business hours), invitations to special preview days and Members-only events, discounts in the Gallery café and shop.

##### Membership Programme

Our Members enjoy access to a wide variety of free and paid events including workshops, film screenings, studio visits, curatorial tours and talks, design-related presentations on architecture, design, fashion, and more. These events are shared in a fortnightly newsletter. A complimentary copy of our *Art Toi* magazine is delivered three times a year.

##### After-hours Hosting

**Enjoy privileged access to the venue after hours.**

The Gallery offers a range of spaces for entertaining after-hours. Our Partners Circle members have priority booking for these spaces and receive at least one complimentary venue hire per annum.

Spaces include the grand North Atrium, suitable for large functions, the elegant heritage spaces in the Mackelvie or Lower Grey Galleries, and the well-appointed Auditorium and Members Lounge. It is now possible to host outdoor events under cover on the East Terrace facing Albert Park.

Partner Members receive preferential rates with our in-house caterers and beverage suppliers. Our event manager will provide a full list of spaces and their availability, inclusions and exclusions.

##### Members Lounge

In addition to use of the lounge during Gallery hours, our Partners have the privilege of booking the Members Lounge to host a special meeting before 10am or Happy Hour after 5pm.

##### Networking

**Be invited to the Gallery's major events alongside key donors and stakeholders across the creative, business and government sectors.**

##### Openings & Launches

You will receive invitations to the Gallery's major exhibition openings and be among the first to experience new projects.

##### Partners Late Night

Be our guest at an annual Open Late hosted by the Gallery. You and your team will be invited to join Gallery staff and other partners for an informal evening where you will have access to our exhibitions and collections exhibitions and collections, and enjoy pop-up talks by guides and curators.

##### Forward Programme

Receive a briefing and be the first to hear about the Gallery's forward programme, and seize the opportunity to be part of one of our major exhibitions or projects.

##### Brand Alignment

**Receive special acknowledgement across the Gallery's print and digital platforms.**

##### Brand acknowledgement

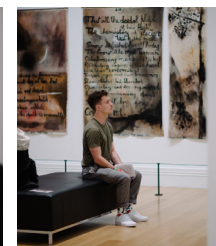
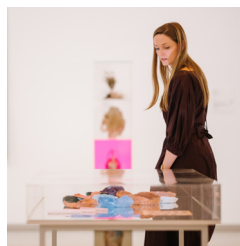
Your logo will be featured in the Gallery's main foyer on screens dedicated to our other partners and supporters. It will also appear on the Partners' page on our website, receiving an average of 35,000 visits each month.

##### Art Toi Magazine

Our high-quality magazine is produced three times a year and delivered into the hands of 8000 subscribers. It features in-depth articles on artists, exhibitions and collections. Every issue contains a page dedicated to our Partners.

##### Exhibition Partners

Should you choose to support a specific exhibition or project, you will receive additional acknowledgement as a partner in the media and marketing campaign associated with the project.



## Partners Circle

### Membership for our business community

### Fees and Benefits

#### Annual Fee

**A one-year Partners Circle membership is \$10,000 (exc GST)**

Benefits can be tailored to suit each Partner's needs but will include:

- 10 memberships for your team/clients
- 1 x complimentary after-hours venue hire\*
- 2 x invitations to exhibition openings and project launches
- 4 x invitations to annual Partners Late Night
- Logo acknowledgement in *Art Toi* magazine, on foyer screen and website

\*catering and staffing not included. A full list of inclusions will be supplied by our event coordinator.

#### Additional Benefits

**Partners who make a three-year commitment to this membership will enjoy additional benefits and privileges.**

These include:

- having first choice to brand align with an exhibition or project (value varies)
- additional memberships for staff and clients
- multiple complimentary venue hire and complimentary tour of our collection with a curator or guide
- 1 x profile piece in *Art Toi* magazine
- 1 x feature in our Members newsletter to 8000 subscribers
- a promo tile on our website and foyer screen

To discuss how you can connect your business with the Toi o Tāmaki whānau, please contact:

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