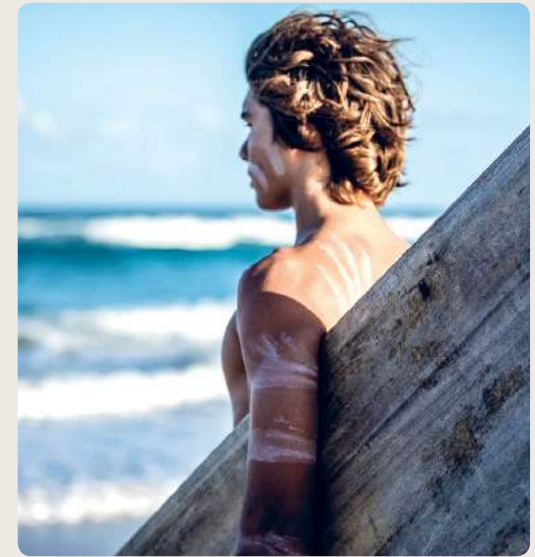
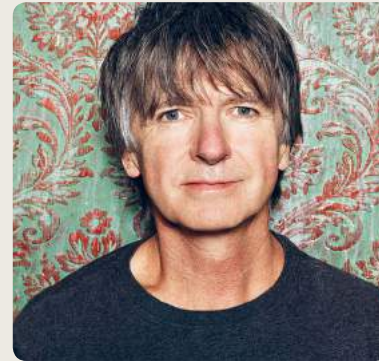


HOTA HOME
OF THE
ARTS

Partnership Proposal



It's been said 'Home is where the heart is'...on the Gold Coast we like to say 'Home is where the art is.'

HOTA—where art meets life

Surrounded by parklands and a lake with Surfers Paradise as the backdrop, Home of the Arts is your place for live performances, exhibitions, lake-side strolls, star-gazing, cinema-watching, art and new-ideas. There's a unique

outdoor stage for live events and a cool café for relaxing and connecting. Plus, all your favourites, like our cinemas, theatres and gallery.

Discover art—indoors and out. HOTA is that kind of place—where art meets life.



We believe life is more exciting offline and at HOTA we offer real events, real people and real experiences.

A year at HOTA brings you:

- Five exhibitions in our Gallery featuring the best of Australian and international art.
- More than 50 live performances for young and old, from the everyday to the provocative, the niche to the mainstream.
- A program of high profile artists at our brand spanning new outdoor stage, including the irrepressible Tim Minchin, master pop craftsman Neil Finn, multi-award winner Laurie Anderson, QSO performing under the

stars and an amazing return of our partners at Bleach with The Spirit of Churaki.

- Lots of LOL with the likes of Kitty Flanagan, Julia Morris and the Melbourne International Comedy Festival Road Show.
- Exciting inspiring and engaging kids workshops and shows.
- Parklands that come alive with free events like our monthly Dancing on the Green, Yoga by the lake, GLOW Festival and our popular Sunday Farmers Market.



Image: Photo by Kate Holmes

HOTA life

When we're not presenting amazing live performances, we'll bring the parklands alive. Experience dance or yoga on the green, parkrun around the lake and our popular Sunday Farmer's Market, all in one place. There's something for everyone at HOTA.

You can't be a home for art without artists.

And we particularly love our homegrown Gold Coast artists and creatives. We believe art thrives when there is collaboration, mentorship and shared ideas.

We're sharing our home with Gold Coast Film Festival and are working with Bleached Arts, The Farm and The Walls, amongst others. We're providing opportunities for artists to meet, collaborate and learn from some of the amazing national and international artists who visit us.

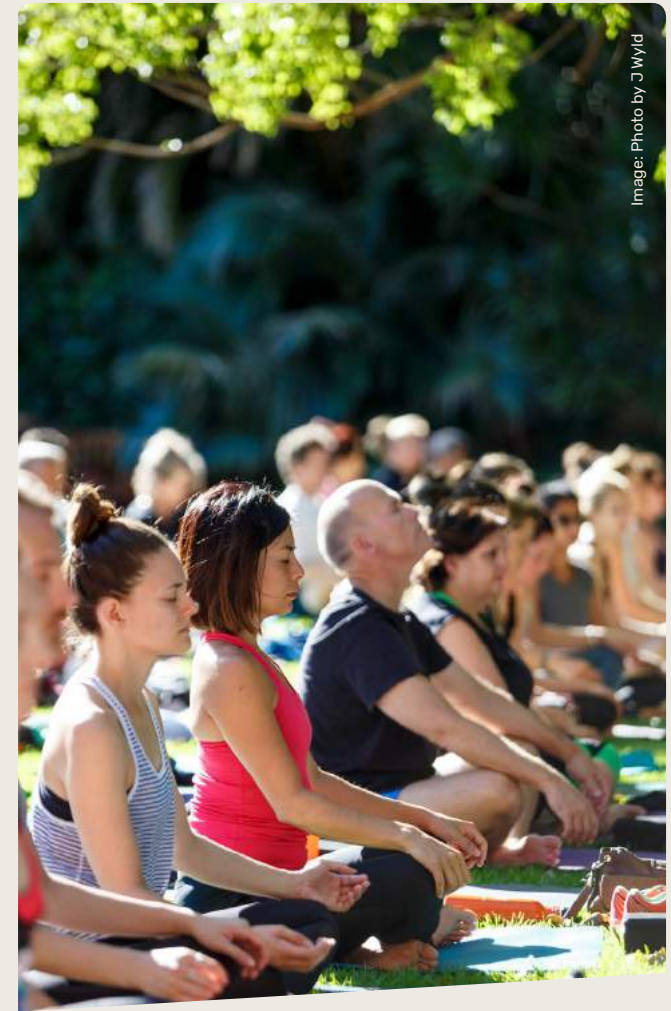


Image: Photo by J Wyld

With your support we'll build and grow the cultural ambitions of our city.

HOTA, Home of the Arts is the centrepiece of the City of Gold Coast's vision of a cultural precinct for the city's thriving cultural and artistic activity. HOTA will build creative networks and support the dispersed creative sector, producing tangible community, cultural and economic benefits throughout the city.

**Our home is your home,
our friends are your friends.**



Image: Photo by Pedro Greig

We have:

825 000
visitors

65 000
social media followers

50 000
student participants

30 000
subscribers

In 2017 we welcomed more than 825 000 visitors, 156,103 people attended the Cinema, 127,447 tickets were sold, 6275 performances and events took place, including 159 free events.

We like to catch up with our friends.

Come along to launch events, opening nights, previews, gallery openings and check out what happens behind the scenes.

We'd love to welcome you to our home

Every partnership is bespoke but to give you an idea of what your partnership could look like and what to get excited about...

	HOTA Partner x 2 <small>(new)</small>	Presenting Partner x 6 <small>(2 still available)</small>	Corporate Partner x 10 <small>(4 still available)</small>
	By negotiation	\$30 000	\$10 000
NAMING RIGHTS. This is a really big deal and means you'll be seen everywhere!	✓		
PRIVATE FILM SCREENING. You own the guest list.	✓		
PRIORITY EVENT ACTIVATION AND PROMOTION. Your name up in lights.	✓		
EMAIL TO OUR FOLLOWERS WITH A FEATURE ABOUT YOUR COMPANY (30 000+ subscribers and growing).	✓	Two email features	
PROGRAM PRESENTER. You'll present a show, exhibition, concert or lifestyle event and feature across all promotions.	✓	✓	
COMPLIMENTARY VENUE HIRE. For meetings, functions and anything else you can dream up.	✓	Two venue hires (excludes catering)	
RECOGNITION. We thank you online, in print and at our home on our partners pillar and in our annual report.	✓	✓	✓
BRAND AND ADVERTISING. Tell us what your goals are and we'll help promote them.	✓	✓	✓
CINEMA ADVERTISING. Feature on the silver screen. We'll run your ad in our cinema that reaches more than 160 000 visitors.	✓	2900 screenings	1425 screenings
SOCIAL MEDIA FEATURE. We'll share the love across our channels.	✓	✓	✓
ENTERTAINMENT. Be our guest and receive an exclusive package featuring private room hire, catering, Curator tour of Gallery Exhibition, premium service from functions and event team.	✓	40 guests Value over \$4000	20 guests Value over \$2000
TICKETING. Get your hot little hands on exclusive and complimentary tickets to events throughout the year.	✓	80 complimentary tickets to your choice of events (including opening nights). Value over \$4000	20 complimentary tickets to your choice of events. Value over \$1000
JOIN OUR HOUSE PARTIES. We'll invite you to opening nights, previews, Exhibition openings. Have a yarn with our Board members, executive management and partners.	✓	Four partner representatives (per event)	Two partner representatives (per event)

**Come on board,
our future is bright...**



Image: Photo by John Collings

We're building momentum for a richer, deeper arts and culture experience. And there's so much more to come at HOTA. 2018 sees construction of a new bridge to Chevron Island, improving our

connectivity to Surfers Paradise. We'll also begin construction of the brand new HOTA Gallery which, once completed, will irrevocably change what it means to be a public art gallery in Australia.

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