



# ABBAY MUSEUM

OF ART AND ARCHAEOLOGY

*500,000 years of World History*

***ENRICHING PEOPLES LIVES  
THROUGH THE STORIES CREATED  
FROM OUR COLLECTION***





**ABBAY  
MUSEUM**

OF ART AND ARCHAEOLOGY



## OUR AVENUES OF FUNDING:

- GENERAL ADMISSIONS TO OUR MUSEUM
- HOSTING EVENTS ie *MEDIEVAL FESTIVAL*
- PUBLIC PROGRAMS ie *EDUCATION AND SCHOOL HOLIDAY PROGRAMS*
- GRANTS
- SPONSORSHIP







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## **OUR STRATEGIC AND OPERATIONAL PLANS NOW DIRECT OUR FUNDING STRATEGY**

**Example:**

**Stained Glass Conservation Project  
2007 – 2017**

**The Abbey Museum has over forty nine  
(49) Medieval and Victorian stained glass  
windows that needed conservation**









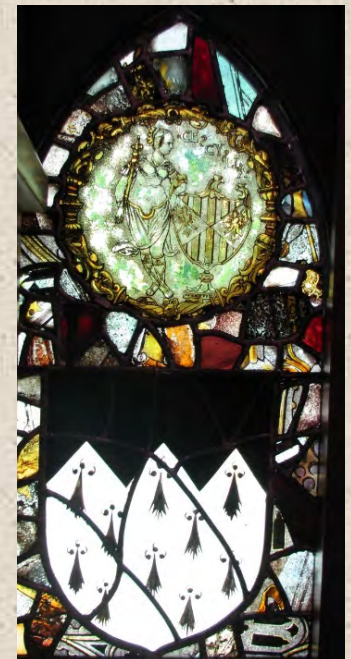
**STEP 1 – CONSERVATION NEEDS ASSESSMENT**  
funded through RADF



**STEP 2 – IDENTIFY FUNDS NEEDED FOR EACH WINDOW**  
Total - \$165,000

**STEP 3 – FUNDRAISING STRATEGY**

- Private donors
  - Fundraising activities ie walkathon, raffles
  - Grants - RADF
    - Copland Foundation
- <http://www.coplandfoundation.com.au/grants>





# Community Heritage Fund 2015

Step 1: SIGNIFICANCE ASSESSMENT

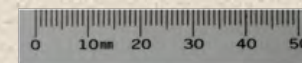
Step 2: PRESERVATION NEEDS ASSESSMENT

Step 3: CONSERVATION ACTIVITIES and  
COLLECTION MANAGEMENT

**“The Abbey Museum awarded \$12,190 federal Community Heritage Grant to fund the *Preservation, Storage & Assessment of Abbey Museum’s Textile Collections*.”**







W02449

W02840



W02840



W01453



## **Stronger Communities Program**

*The Stronger Communities Programme is an investment by the Australian Government to help deliver social benefits across Australia by funding small capital projects.*

Step 1: MPs invite selected applicants to submit an application

Step 2: Submit online application

**Project: Build a permanent Joust Arena**

Keep your  
local MP's  
informed of  
your projects



## ***Festival & Museum Sponsorship***

- ***Much easier for the Festival rather than the Museum Festival:***
  - ***High profile***
  - ***Greater exposure (but limited onsite engagement)***
  - ***Opportunities to smooch clients***
  - ***Marketing and social media promotion***

















## ***Museum Sponsorship:***

## **SPONSORSHIP VALUE CHAIN** Abbey Museum of Art and Archaeology

### **POSSIBLE SPONSORSHIP BENEFITS**

- Corporate box / VIP hospitality experience at Abbey Medieval Festival
- MC announcement at Banquet or relevant Event
- Sponsor Story on Tabula
- Opportunity to advertise in annual 'Friends' publication Lindisfarne
- Opportunity for stall at Christmas Market
- GA Ticket allocation for Abbey Medieval Festival
- Networking opportunities at Abbey Museum Events including invitation to attend events (2 x complimentary tickets to Picnic at Pemberley, Regency Ball, and Medieval Christmas)

### **DIGITAL BENEFITS**

- Logo on digital flyer for Museum Event
- Blog opportunity
- Logo and blurb on Museum Website Sponsor page
- Link from Abbey Museum website to Sponsor's website
- Facebook/Instagram/Twitter posts (\*)
- Logo on Tabula, e-newsletter



**ERMS** group



**North Harbour**

*feel right at home*





## **CONTACT DETAILS**

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[www.abbeytournament.com](http://www.abbeytournament.com)