

ARTQUEST

TUTOR SESSION PLAN

Prior to the session listen to:

[A curating tool kit: session 2 playlist](#)

look at the following resources on Artquest:

- [Crowdfunding articles and audio](#)
- [Article on Sponsorship](#)
- [Article on the basics of fundraising](#)
- [Guidance on when to apply for grants](#)
- [Grant listings](#)

Prepare

- **A power point with a selection of current/recent exhibitions and associated funders for discussion**

Session 2 – fundraising and sponsorship for your exhibition

Introduce the session - (5 mins)

Introduce what the day's session will cover, including a quick outline of what activities it will involve, and what the students will learn by the end of it, including:

- How to secure public funding for projects (from grants, trusts and foundations etc.)
- How to secure sponsorship (from private companies)
- Strategies for effective crowdfunding
- The different ways in which public funding, sponsorship and crowdfunding can support an exhibition/project
- What types of exhibition receive funding and why?
- What is the right kind of funding for your project?
- What are the legal commitments that come with funding?

Presentation and discussion - (15 - 20 mins)

Present a range of exhibitions and look at the sponsors/funders logos and discuss the different organisations and why they may have supported specific projects (e.g. Artangel, Chisenhale, Matt's Gallery, The Showroom and sample of 'pop-up' exhibitions). Groups discuss these examples together considering why funders/sponsors may have supported exhibitions/organisations.

Groups' feedback- (20 mins)

Feedback from each group with points written up

Discussion on pros and cons of crowdfunding – (20 mins)

Responding to the audio on the playlist for session 2, discuss with the group the pros and cons of crowdfunding. This can be done either together with the whole group, or if the students are

working in smaller teams they can discuss the potential benefits of crowdfunding for their specific project for (10 mins) and then feedback to the rest of the group (10 mins)

Break - 15 mins

Fundraising strategy workshop – (30 mins)

Responding to the audio playlist for session 2, students work in smaller groups to write a crowd funding/funding strategy and how it might be presented.

The strategy should include:

- A list of (at least 3) potential public funders to approach and a sentence on the reasons for the choice (e.g. How does your project meet the aims of the funder)
- A list of (at least 3) potential private companies to approach, what you are asking them for, and a reason for choice (e.g. What you are offering the company and why they should support your project)
- Crowdfunding: Whether or not you will be undertaking a crowdfunding campaign (and why?), what platform you might use and some ideas around crowdfunding rewards.

If the students are not working on their own exhibition proposals, a fundraising strategy can be developed in response to the exhibition visited at the start of the project.

Fundraising strategy presentations - (30 mins)

Each group to present their strategy to the rest of the students

Questions and summary - (15 mins)