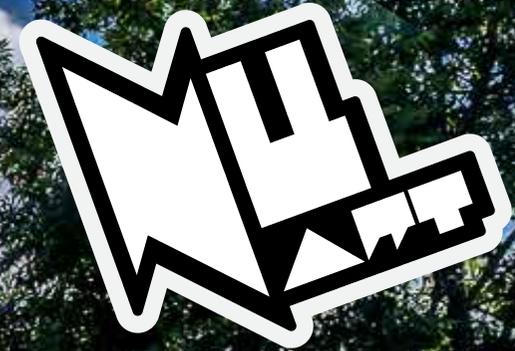


partnership proposal
nuart festival 2018

BEAUTY IS
IN THE
STREETS.

#streetart #publicart #nuartfestival

URGTERRASEN nuartfestival.no



Street art is without doubt the most exciting development in visual art for decades.
Be a part of this exciting movement by forming a strategic partnership with the world's leading street art festival.

We pride ourselves on working closely with our partners to develop bespoke and exciting agreements that create a dynamic profile for both the festival and our supporters.

Nuart's international network of media partners and press contacts ensures global coverage of any project we undertake - providing great value for money for partners who wish to build a really dynamic and diverse profile.

Nuart is responsible for curating and producing some of the largest and most recognised public art works in Norway, with an annual marketing value to the city of Stavanger of **7m kroner**.





M-City (PL)



Eine (UK)



Spy (ES)

Partners, Local and Global

Remaining relevant locally but with a global outlook is key to the 'Think Global Act Local' philosophy. As a grass roots event with a global reputation, Nuart ticks all the right boxes for partners wishing to engage with a young, sophisticated, metropolitan audience.

Whether you're the world's coolest art magazine or a local supplier of scaffolding; a high-flying financial fund or the local fjord cruise operator, we see only ideas and possibilities. It's here where Nuart focuses its energies and excels in delivering bespoke packages to our partners.

We are now offering select partners the unique opportunity to develop and share in this ongoing success story for Stavanger.

"Nuart is the world's best Street Art Festival"

Evan Pricco, Founder and Editor-in-chief of the world's biggest selling art publication - Juxtapoz Magazine



M-City (PL)

2018 IN NUMBERS



12

International Artists

9

Nationalities

100+

Street Artworks

2

Indoor Exhibitions

1

International Street Art Conference

5

Workshops

20+

Local Partners

60+

Volunteers

10,000+

Participants



7 Million kr

Marketing Value
according to international Marketing metrics

20 Million+

Online Views

PRESS



Nuart Festival has featured in the following publications, exposing our work to a viewer and readership in excess of 200 million:

Time Magazine, The Independent, The Guardian, BBC, The Huffington Post, CNN, LA Times, The Metro, TV2, NRK, CNN, Juxtapoz, Scandinavian Traveler.

WEBSITE & SOCIAL MEDIA

Nuart boasts one of Norway's most comprehensive digital media platforms among visual arts events.

Nuart's online reach is expanding exponentially with over **117,000 unique visitors per year** to our flagship website, as well as combined views, likes, follows and visits across our media channels reaching in excess of **500,000**.

Key to **Nuart's** global success is our grasp of social media and distribution of engaging content, both pre and post-festival.

Nuart commissions the very best photographers and film companies to document the festival's activities for dissemination over a long post-festival period, putting Nuart-produced images and videos in front of literally millions of eyes.



NUART YOUTUBE/VIMEO
combined views

500000+



NUART INSTAGRAM
followers

39000+



NUART TWITTER
followers

4000+



NUART FACEBOOK
friends

23900+



NUART WEBSITE
visits per year

117000+



75+ COUNTRIES

primarily norway, uk, us, europe

8000
IMAGES

90+
ARTISTS

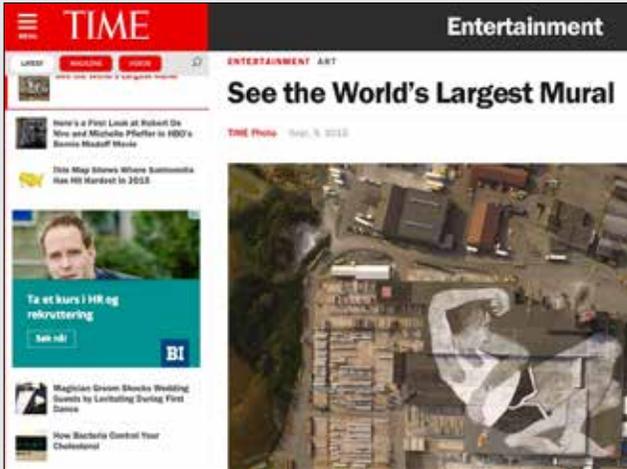
7000+
POSTS

60+
VIDEOS



CASE STUDY

Nuart Festival and Block Berge Bygg create The World's Largest Outdoor Mural



This ambitious world-record attempt demonstrated **Nuart** and **Block Berge Bygg's** commitment to innovative and interdisciplinary collaborations, and marked the beginning of a three-year creative partnership.

With the help of over 50 volunteers, the French artists **Ella & Pitr** painted the world's largest outdoor mural on **Block Berge Bygg's** 21,000m² rooftop at their headquarters on the outskirts of Stavanger. Titled 'Lilith and Olaf', the mural depicts a woman with the small figure of King Olaf I of Norway, who ruled the country from 995-1000.

The mural is visible from planes flying into and out of **Sola Airport** and was officially 'opened' by the **Mayor of Klepp, Ane Mari Braut Nese**, on Thursday 3 September 2015.

The story was picked up by the world's media and brought to the attention of over **20million people worldwide**. **Time magazine**, **The Independent**, **Huffington Post**, **VG** and **Aftenposten** were just some of the publications that covered the story.



PARTNERSHIP WITH NUART FESTIVAL

Join some of the region's most innovative and influential companies and organisations by partnering with Nuart Festival, including **Attende, Avinor, Block Berge Bygg, Kolumbus, Red Wing** and **Region Stavanger**. Benefit from a bespoke partnership agreement with Nuart Festival that provides the unique opportunity to engage with **100,000's of individuals across the globe**. Enhance your company or brand profile by contributing to the realisation of a dynamic public art program by aligning yourself with the world's leading street art festival.

Benefits

- A three-year partnership
- Brand recognition on all Nuart Festival marketing materials, including but not limited to:
 - *Nuart Festival promo video*
 - *press releases & monthly newsletter*
 - *flyers, posters, maps*
 - *11m x 9m city centre banner*
 - *post-Nuart Festival 'recap' film*
- Accreditation on 'Thank You' panel in entrance to indoor exhibition at Skur 2
 - *Visible to everyone who enters the exhibition (10,000+ people)*
- Accreditation and web-link on Nuart website (117,000+ visitors per year)
- Two tickets to an exclusive pre-festival reception on Thu 6 Sep with artists and sponsors: a valuable networking opportunity
- Complimentary entry to the Nuart Festival indoor exhibition at Skur 2 for all company staff
- A two-hour, VIP Street Art Tour for company staff
- 10 free tickets for Nuart Plus talks, presentations and film screenings
- Invitations to join local media launches
- Rights to produce a launch "event" to promote the partnership and festival
- Priority hire of the indoor exhibition venue for private events (additional costs apply)



what they say about.....

“Nuart’s ability to understand the location and audience together with great creativity continually exceeds our expectations.”

Elisabeth Stromstad, Head of Business Development, Avinor

“Working with Nuart was something different but so exciting. Our collaboration was noticed not only by businesses and clients in Norway but by the world’s media. We look forward to continuing to develop exciting ideas with Nuart”

Yngvar Karlsen, Head of Business Development, Block Berge Bygg

“Nuart is an internationally recognized art event and receives the most international attention of all Stavanger’s culture-based festival’s.”

Rolf Norås, Head of Culture Stavanger Kommune

“It’s like the cinema, Venice and Cannes have their own festivals, and Stavanger hosts the most important Street Art festival”

Sten & Lex, artists

“Nuart is the Worlds best Street Art Festival”

Evan Pricco, Founder and Editor-in-chief, Juxtapoz Magazine