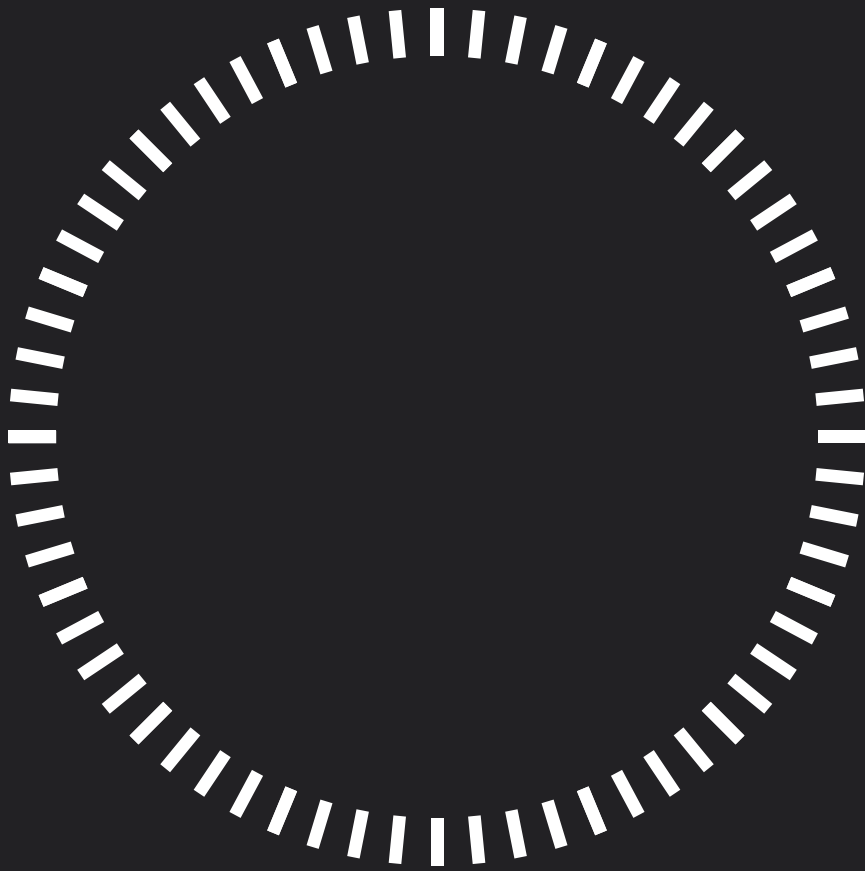


# SPONSORSHIP PACK

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**LOOK<sup>11</sup>**

LIVERPOOL INTERNATIONAL  
PHOTOGRAPHY FESTIVAL

[LOOK2011.CO.UK](http://LOOK2011.CO.UK)

## WHAT IS LOOK 11?

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- > LOOK11 IS AN INNOVATIVE AND CREATIVE FESTIVAL WITH INTERNATIONAL INTEREST.
- > LOOK11 IS THE FIRST OF ITS KIND IN LIVERPOOL AND THE ONLY WIDE SCALE PHOTOGRAPHY FESTIVAL IN THE NORTH WEST.
- > LOOK11 IS HOME GROWN AND WILL REACH ALL CORNERS OF THE CITY THROUGH ITS RICH COMMUNITY WORK AND AUDIENCE DEVELOPMENT APPROACH.
- > LOOK11 BUILDS ON THE SUCCESS AND STRENGTH OF THE HIGHLY ACCLAIMED LOOK07 FESTIVAL IN MANCHESTER.
- > LOOK11: LIVERPOOL INTERNATIONAL PHOTOGRAPHY FESTIVAL IS A VOLUNTARY ARTS ORGANISATION.
- > LOOK11 WILL BE 'ALL AROUND US'. THE FESTIVAL WILL BE PRESENTED IN VENUES AND SPACES THROUGHOUT THE LIVERPOOL CITY REGION AS WELL AS HIGH VISIBILITY OUTDOOR EXHIBITIONS AND EVENTS.

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FOR MORE DETAILS ABOUT SPONSORING LOOK 11  
PLEASE EMAIL [DANIEL.CUTMORE@LOOK2011.CO.UK](mailto:DANIEL.CUTMORE@LOOK2011.CO.UK)

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## WHERE WILL LOOK 11 BE?

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### VENUES INCLUDE;

LIVERPOOL ONE  
LIVERPOOL ANGLICAN CATHEDRAL  
LJMU DESIGN ACADEMY  
MERSEYSIDE MARITIME MUSEUM  
NATIONAL MUSEUMS LIVERPOOL  
NOVAS CUC  
R.I.B.A  
THE BLUECOAT  
THE INTERNATIONAL SLAVERY MUSEUM  
TATE LIVERPOOL  
THE OPENEYE GALLERY

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WHEN WILL LOOK 11 TAKE PLACE?

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LOOK11 WILL BE AT THE HEART OF THE CITY.

12TH MAY – 26TH JUNE 2011

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OUR BRAND

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CONTEMPORARY, SOPHISTICATED, UNIQUE, EXCITING,  
DYNAMIC, VISIONARY, COLLABORATIVE, PROGRESSIVE,  
PASSIONATE, INCLUSIVE, SUCCESSFUL.



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FOR A FULL BRANDING DOCUMENT  
PLEASE EMAIL [DANIEL.CUTMORE@LOOK2011.CO.UK](mailto:DANIEL.CUTMORE@LOOK2011.CO.UK)

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## OUR AIMS

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- > TO DELIVER A NEW PERMANENT FESTIVAL TO THE LIVERPOOL CULTURAL LANDSCAPE IN THE LEGACY OF LIVERPOOL'S EUROPEAN CAPITAL OF CULTURE STATUS IN 2008
- > TO BE INCLUSIVE, INCREASE ACCESS AND WIDEN PARTICIPATION IN PHOTOGRAPHY BY PLACING AMATEUR PHOTOGRAPHERS ALONGSIDE PROFESSIONALS
- > TO RAISE QUESTIONS, DEBATE AND UNDERSTANDING AND CONDUCT RESEARCH ABOUT THE CHANGING PHOTOGRAPHIC WORLD AND THE ROLE OF THE PHOTOGRAPHER
- > TO FACILITATE THE CONNECTION WITH INTERNATIONAL ARTISTS, ORGANISATIONS, PERSPECTIVES AND AUDIENCES
- > TO FORGE EFFECTIVE AND POSITIVE RELATIONSHIPS ACROSS PRIVATE, PUBLIC AND VOLUNTARY SECTOR ORGANISATIONS

FOR OUR FULL COMPANY AIMS PLEASE SEE OUR WEBSITE



## OUR FESTIVAL THEMES IN 2011

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### PHOTOGRAPHY AS A 'CALL TO ACTION'

The 'call to action' theme translates as an invitation to the general public, across professional or amateur photographers and those who have no photography experience, to be active with photography. The message is to pick up a camera, take photographs, explore the art form and 'have something to say' through the photographic image.

For experienced and professional photographers the 'call to action' theme extends to ask people to be active in examining their photography practice and its impact in the current social, economic, political and environmental climate. The message is to 'stop, think, examine and debate' where the industry is, where the current trends in the photographic industry are moving and to ask questions as to whether photography can take an effective role in addressing social issues for the international community?

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### SOCIAL JUSTICE

Coinciding with Liverpool's 'city of radicals' theme and other 2011 landmarks such as the 10th anniversary of the start of the War on Terror, 30 year anniversary of the Toxteth riots and the 100 year anniversary of the general transport strikes in Liverpool, the festival will join the city in a year of political and social debate, celebration and remembrance. The festival will also be live across other landmark international days including World Environment Day, 100 year anniversary of International Women's Day, International Day Against Homophobia (Idaho) to name a few. The festival will look to pose questions to audiences through the profile of current or retrospective international, community and personal perspectives on social justice strands. Some examples of strands under the wider social justice theme include; the natural and urban environment, human rights, equalities, war, education and employment, community, law, media and the economy. The exhibitions will be placed both central to the festival and as the backdrop for what happens at the festival surrounding questions that are raised through debates, forums, networks, 'in conversation' with artists, informal meetings and interactive workshops.





## SPONSORING LOOK 11

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The arts positively enhance our lives and provide an economic benefit to our country. Sponsoring the arts is a proven, cost effective and highly visible strategic marketing tool. Arts festivals are one of the most powerful ways to reinforce your company's name, logo, products or services and company values.

Look11 has been in development for over two years and has built great interest and enthusiasm within the UK and abroad. Being the only photography festival in the North West and the first of its kind in Liverpool, Look11 will draw in large audiences and visitors throughout the festival period. Visitor numbers are estimated at 300,000 for the festival period (Liverpool City Council & Look11 partnership, September 2010)

The festival will attain high visibility across Merseyside with outdoor exhibitions, a printed marketing campaign, banners, guerrilla marketing, printed visitor guides and the Look 11 website. Being associated with the Look11 brand and its profile will deliver high profile brand positioning for your company.

Look11: Liverpool International Photography Festival is one of the main events in Liverpool's cultural calendar for 2011. We will deliver acclaimed exhibitions, never before seen in the UK. Look11 will host the 3rd National Photography Symposium described as "The most important forum for photography in the UK" by the Financial Times. Dozens of exhibitions by local and national photographers alongside a packed programme of mass participation competitions, outdoor events, conferences, workshops, training, debates and a large scale photography fair will make sure 2011 has something for everyone.

Without the continued support of sponsors the festival would not be possible. Look11 values and welcomes all offers of support whether financial or in-kind support so we urge you to GET INVOLVED. Look11 is committed to working collaboratively with organisations to set and achieve shared goals across marketing and promotion and to meet shared company objectives.

There are many opportunities throughout the festival for your company to get involved from becoming our HEADLINE SPONSOR to supporting a specific project element.

Look11 is open to negotiation but we have created these sponsorship levels as a guide and to offer the highest value to our sponsors. We can develop our sponsor relationships to be bespoke in meeting the needs of each company.



## SPONSORSHIP PACKAGES

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### HEADLINE SPONSOR £10,000

- > Logo on front page of the website and permanently visible on all pages
- > Logo on all official documents
- > Company name mentioned in press releases (options to be agreed in advance)
- > Logo on all advertising material: posters, flyers, festival brochure, banners etc.
- > Logo on sponsorship page
- > Full page advert in the festival brochure
- > Company stand and marketing presence at the national and local press launches
- > Strong positioning across Look11 created events
- > Access to photographic workshops for your staff team

### FESTIVAL SPONSORSHIP £2500

- > Logo and description listed on our sponsorship page on our website.
- > Logo on sponsorship page and quarter page advert in our festival brochure.
- > Logo on festival posters.
- > An opportunity to be promoted as a sponsor for a specific element of the festival  
Eg 'The (Your company) Look11 competition'

### FESTIVAL SUPPORTER £250+

Company name and logo on website sponsorship page.  
An opportunity to sponsor for a specific element of the festival.

Examples of specific festival elements you could sponsor;

- > An event eg. Look11's street photography weekend
- > The press and media centre
- > A community project
- > Look11 international links
- > Audience development
- > The launch and closing parties
- > Look11 VIP Dinner
- > Look11 Hospitality
- > Printing
- > Look11 Merchandise
- > An artist
- > An exhibition

A Call to Action - Please get in contact to find out more about what Look11 can offer you!

FOR MORE DETAILS ABOUT SPONSORING LOOK 11  
PLEASE EMAIL [DANIEL.CUTMORE@LOOK2011.CO.UK](mailto:DANIEL.CUTMORE@LOOK2011.CO.UK)

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