

connecting through **culture**

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Tyne & Wear Museums
Working with Business

What is Connecting through Culture?

Connecting through Culture is the name of our business partnership at Tyne & Wear Museums. It also describes the creative approach we take to working with business here at TWM.

Membership presents your business with a fantastic opportunity to be involved with the region's largest and most dynamic cultural organisation and opens up a wealth of opportunities to make valuable connections to your employees, your customers and to the regions communities.

Please read on, connect with us and experience the benefits that membership can bring.

6 good reasons to join us

Connect with your employees, customers and the public in unique and powerful ways. Receive a range of networking, CSR, employee and marketing benefits including credits on our annual report, our website, and acknowledgement panels at all of our Museums which are seen by our 1.6million visitors each year.

Inspire your clients and employees by making a real difference to the communities in which you operate. Your support will enable us to continue our award-winning education and outreach work with local communities and will enhance the cultural, social and economic life of the North East.

Influence clients and rub shoulders with other leading businesses in the North-East at our regular VIP events. Our venues offer unique settings in which beautiful artworks and breathtaking objects create talking points that stimulate conversations with clients, providing you with the opportunity to make business connections through culture.

Distinguish your brand and build favourable brand associations by aligning your business with Tyne & Wear Museums, the largest and most successful museum and gallery service in the UK.

Entertain with up to 40% discount when you hire our prestigious and distinctive venues for your own corporate events. Whether you are holding a conference or a meeting, looking for a beautiful setting to entertain or to celebrate, we have a range of venues and menu options available to meet all your needs.

Transform your workplace, engage your clients and employees by hiring a fine artwork or object from our internationally important Designated collections to display in your offices.

Connect

TWM is the largest cultural organisation in the North East, with a well-established and trusted brand. People are at the heart of everything we do. Each day we help people connect with their past and their present, helping them to define their futures. This is why we are uniquely placed to help your business connect with people throughout the region.

By joining Connecting through Culture, your business can make meaningful links to your employees, customers and the Region's communities in unique and powerful ways.

At TWM, we have worked in partnership with the North East's business community for well over a decade and in this time, I have

noticed a change in the way businesses seek to work with TWM.

Increasingly, businesses are realising the need to be closely integrated into the fabric of the communities in which they operate, and they appreciate opportunities to engage with these communities in new and exciting ways. Our strong links with the Region's communities make TWM the ideal organisation to partner businesses who wish to demonstrate their commitment to the North East and connect with people across the region.

I believe that by working together with business, we can make the region a better place for all who live, work, visit and invest here. Indeed, our business

partners understand that through their membership they are playing a major part in enhancing the cultural, social and economic life of the North East.

To illustrate the benefits of working in partnership with TWM, we have invited some of our current business partners to share their experiences. There is surely nobody better placed to tell you how involvement with TWM has had a positive effect on their business.

I hope that our words inspire you to join us and to connect with us, through culture.

Alec Coles
Director,
Tyne & Wear Museums



Inspire

We can help your business to demonstrate a commitment to Corporate Social Responsibility and to inspire, innovate and lead the way amongst your competitors.

One of the best ways your business can demonstrate and communicate your commitment to responsible business practice is through employee volunteering.

John Mowbray of Northumbrian Water says, "TWM are key partners for Northumbrian Water as they share the same links to community that we value and enjoy. The positive benefits of our

relationship run both ways, and we value the way TWM engages our employees in their work through employee volunteering opportunities.

We helped to archive valuable documents at the Laing Art Gallery. This challenge had a positive impact on our teambuilding as it brought together a number of employees who normally work across a range of different sites and roles. Employees returned to work enthused and inspired by their experience. One said, "It was great fun. How quickly and easily things can be achieved when we all work as a team".

As stakeholders in the region we believe we have to behave fairly, use resources wisely and with an overall aim of improving quality of life. What better way to do this than creating opportunities for your employees to connect with TWM?

Corporate responsibility is at the heart of everything that we do. It is integral to our operations as we have a duty to manage the health and environment for the people of our region".

John Mowbray
Director of Corporate Affairs,
Northumbrian Water



Influence

We can help you take a fresh look at the way you network and create new business opportunities.

Connecting through Culture gives you the opportunity to network at our VIP events and exhibition launches. We create events with interesting talking points to stimulate conversation and offer you new ways to communicate with potential clients.

Stephen McNicol of Robert Muckle LLP had the following to say about networking and events at TWM. "I really enjoy being given the opportunity to think creatively about the way we communicate our brand both inside and

outside the region and effective networking plays an important part in our communication strategy.

As well as being a great opportunity to make new business contacts, TWM's networking events offer us the opportunity to meet fellow members of Connecting through Culture and cultivate relationships with them too. To be part of a group of like-minded businesses and to encourage other businesses in the region to support the culture and heritage sector is very important to us.

As our business grows, we are constantly recruiting talented individuals from outside the North East.

Quality of life in the region becomes increasingly important and through our support for TWM, we are confident that not only are we supporting the cultural life of the region and making the North East a more attractive option, but we are also providing interesting networking opportunities to help our new partners integrate into the business community.

In conclusion, I would say that networking with TWM is a great way of doing business and I look forward to meeting you at an event very soon".

Stephen McNicol
Managing Partner,
Robert Muckle LLP



Distinguish

We can help you to stand out from the crowd and differentiate your brand in an increasingly competitive marketplace.

Sponsorship is a highly effective way of connecting with a targeted audience and at TWM, we deliver quality exhibitions and cutting edge projects that reflect positively on our sponsors. Furthermore, our visitors have told us that they are likely to feel more positive towards and use the products and services of companies that sponsor exhibitions at TWM.

We asked Jamie Martin of Ward Hadaway to comment on his sponsorship relationship with TWM. "Our membership of Connecting through Culture has enabled us to be the first

to hear about high profile sponsorship opportunities. Most recently, we sponsored the National Gallery Touring Partnership exhibition, 'Passion for Paint', at the Laing Art Gallery.

Over the years, our investment into sponsorship has provided us with many opportunities to distinguish our business from our competitors, generate positive media coverage, and to align our brand with one of the major cultural organisations in the region. In addition to complimentary tickets to the VIP private view for our guests, we also had the opportunity to host an evening event in the glorious surroundings of the Laing.

For 'Passion for Paint', TWM engaged the support of ONE

and together we developed a new strand to the award winning 'Passionate' campaign, Passionate about Art, which featured in regional press coverage and a specially produced television advertisement.

I felt particularly proud when an eye catching banner was hung in the entrance to the Laing announcing that the exhibition was 'Sponsored by Ward Hadaway'. It was a privilege to be able to help bring such an outstanding collection of paintings to the Laing and I am delighted that we had the opportunity to make the exhibition accessible to everyone in the region.

Jamie Martin
Managing Partner,
Ward Hadaway



Entertain

We can help your business overcome the challenge of creating unique and memorable events in which to do business.

Connecting through Culture enables you to combine business with pleasure for the benefit of your clients. We offer our business partners generous discounts on venue hire and give you an unparalleled degree of access to our venues in which to hold your events.

Ro Duns of unw Chartered Accountants had the following to say about how Connecting through Culture benefits their business. "It is part of my role to cultivate and manage relationships with our clients. One of the ways we do this is by holding cultivation events, so I am always on the look out for interesting ideas and venues.

In 2006 we wanted to hold a distinctive event in relaxed surroundings to entertain our clients and their families. Having developed a strong working relationship with the Development Team at TWM, and being familiar with the range of wonderful venues on offer, we knew we could use our special relationship to deliver a memorable event that our guests would be keen to attend.

Together we came up with the idea of holding a Family Day at The Hancock Museum. We offered our clients and their families a fun packed morning, access to TWM's unique collections and the opportunity to have a last look at the museum before it closed for redevelopment as part of the Great North Museum project.

The response to the invitation was outstanding and the day was a terrific success, which has led to us holding another Family Day this year at Discovery Museum. Over 250 of our clients and their family members joined us and enjoyed a memorable day. Everyone without exception left entertained and having had a great day out with their families.

Plans are now in hand for our next Family Day, and my job is made a lot easier knowing I have the support of a team of dedicated professionals who care passionately not only about what they do, but also about our needs as a business".

Ro Duns
Marketing Manager,
unw Chartered Accountants



Transform

We can help you to enhance your working environment and make a positive impression on your clients through Art in the Workplace.

By joining Connecting through Culture you can hire artworks from our Designated collections to transform your workplace and create an interesting conversation piece for both clients and staff.

Andrew Miller from Barclays Wealth had the following to say about Art in the Workplace. "As wealth managers, the success of our business is based on building excellent relationships with

our clients and exceeding their expectations. One of the many ways we communicate our brand to our clients is through our office environment.

When we heard about Art in the Workplace we understood the potential this had to help us engage with our clients in new ways and gain a competitive advantage. Having four fine artworks in our offices has helped to create a mark of distinction, a more attractive environment and importantly, a talking point that appeals to our client base and their personal interests.

Art in the Workplace has not only helped us to maintain and develop client relationships but has also brought the gallery right into our office. All of our staff agree that the paintings have created a real sense of worth within our team and have made a real difference to our working environment and to how we think of ourselves as supporters of the cultural life of the region".

Andrew Miller
Divisional Director,
Barclays Wealth



Join us

Tyne & Wear Museums is one of the North East's huge success stories. The people and culture of our region are vitally important to us and through your membership, you and your business can help us make a real difference, and be part of this success. But don't just take our word for it.

Here are a few quotes from some of our existing partners:

Steve Brown, Regional Managing Director of NCJ Media says, "Join with us in supporting TWM because Culture is a massively significant part of North East life and the cultural sector needs and deserves the engagement of the private business sector. The potential of the cultural agenda will only be fully realised through partnerships like this one."

Tricia Dodds, Communications Manager at P&G says, "P&G is committed to supporting the cultural life of the North East, which we believe is as rich and vibrant as anywhere in the UK. We are equally committed to ensuring that everyone, regardless of social disadvantage, is able to enjoy it to the full. Working in partnership with TWM, we know we are achieving both these objectives".

John Hayes, Managing Director of John Lewis Newcastle says, "We at John Lewis Newcastle are thrilled to be members of Connecting through Culture. It really inspires all our Partners when we can collectively make a difference to our local community. Join us in supporting this initiative as increased support from the business sector will enable

TWM to continue its award winning work with local communities - ultimately enhancing the cultural, social and economic life of the North East."

Michelle Percy, Marketing Director of Silverlink Property Developments says, "Join Connecting through Culture because it enables your business to network in far more creative ways and, very simply, makes good business sense."

Chris Jobe, Director North East at Northern Rock, "By Joining Connecting through Culture, you can be confident that you are making a difference to the cultural life of the region, and that your company reputation is being enhanced by increased visibility in the community".

Members

There are three levels of membership to choose from.

At each level, our Business Partners enjoy a range of exclusive benefits that enable them to connect through culture.

Join us as a Business Member and enjoy the core benefits for an annual fee of £750 + VAT.

Benefits for our Members include:

- Company logo on acknowledgement panel at TWM sites
- Invitations to exhibition openings / VIP networking events
- Acknowledgement in the TWM annual report
- Advice on TWM corporate gifts for celebrations / events
- Regular email bulletins
- 20% Daytime Venue Hire Discount *
- 10% Evening Venue Hire Discount
- Special Venue Hire / Catering promotions
- Invitations for your colleagues to employee / family fun events
- Annual VIP member's event – TWM Summer Party
- Invitation to annual briefing

* Discount applies during normal opening times only.

Supporters

Develop your relationship with us further and take greater advantage of what we have to offer your business.

Join us as a Business Supporter for an annual fee of £1500 + VAT.

Supporters receive the following enhanced benefits package:

- Company logo on acknowledgement panel at TWM sites
- Invitations to exhibition openings / VIP networking events
- Acknowledgement in the TWM annual report
- Advice on TWM corporate gifts for celebrations / events
- Regular email bulletins
- 30% Daytime Venue Hire Discount *
- 20% Evening Venue Hire Discount
- Special Venue Hire / Catering promotions
- Invitations for your colleagues to employee / family fun events
- Annual VIP member's event – TWM Summer Party
- Invitation to annual Business Partners briefing
- Option to hire original artwork through Art in the Workplace
- Free expert advice on hiring / purchasing artwork for your office
- Opportunity to take part in Employee Volunteering Team Challenges

* Discount applies during normal opening times only.

Patrons

As a business leader, naturally you want to develop a closer relationship with TWM and our audiences.

Join Connecting through Culture at Patron level and receive the full package of benefits that we have on offer for an annual fee of £3000 + VAT. Patrons receive our premium benefits package:

- Company logo on acknowledgement panel at TWM sites
- Invitations to exhibition openings / VIP networking events
- Acknowledgement in the TWM annual report
- Advice on TWM corporate gifts for celebrations / events
- Regular email bulletins
- 40% Daytime Venue Hire Discount *
- 30% Evening Venue Hire Discount
- Special Venue Hire / Catering promotions
- Invitations for your colleagues to employee / family fun events
- Annual VIP member's event – TWM Summer Party
- Invitation to annual Business Partners briefing
- Option to hire original artwork through Art in the Workplace
- Free expert advice on hiring / purchasing artwork for your office
- Opportunity to take part in Employee Volunteering Team Challenges
- Hyperlinked logo on the TWM Website
- 1 Free Lunchtime Venue Hire**
- The opportunity to use a TWM venue as a backdrop for your corporate filming free of charge***
- Be first to hear about TWM's prestigious sponsorship opportunities

* Discount applies during normal opening times only.

** Subject to venue availability and excluding charges for catering and special arrangements. Why not make your membership go further and generate goodwill and PR by donating your free hire to a charity of your choice.

*** One opportunity per Patron per year, subject to venue availability and excluding charges for any special arrangements.

Sponsorship

We can help you meet your business objectives by offering you a wide range of sponsorship opportunities at our museums and galleries. Furthermore, as a member of Connecting through Culture, you have the opportunity to hear about these opportunities first.

Whether you are looking for impact, to differentiate your brand, to access a particular audience, or to maintain a longer-term awareness in the region, we will work closely with you to create the right sponsorship package for your business.

We can offer you a broad range of opportunities to suit your budget and objectives. You can sponsor one of our high profile temporary exhibitions, permanent displays or purchase naming rights within a museum or gallery.

We also offer your business the opportunity to sponsor particular aspects of our work, for example you can sponsor a season of children's learning activities or improve your community relations by sponsoring our community and outreach work.

Sponsorship at Tyne & Wear Museums provides opportunities for your businesses to:

- Align it's brand with the UK's largest and most successful museum and gallery service
- Communicate with our audiences. TWM attracts over 1.6 million visitors each year and a further 540,000 visitors to our website
- Demonstrate your commitment to Corporate Social Responsibility

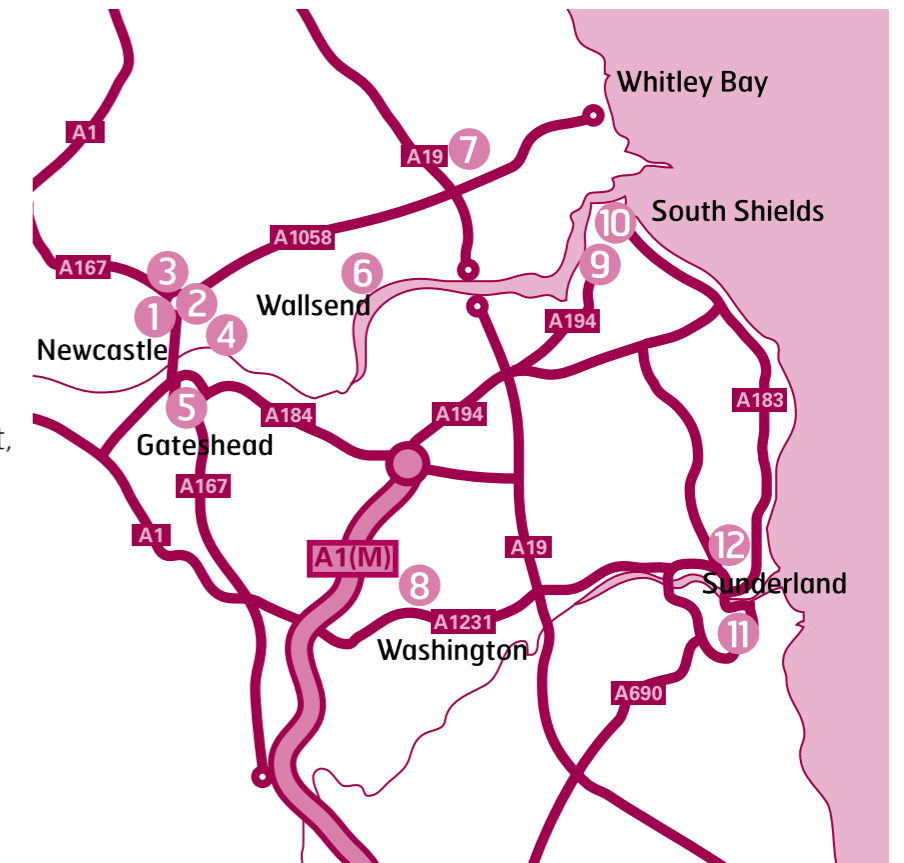
- Enjoy opportunities for unique Corporate Entertaining and networking
- Enhance it's company profile in the region and gain publicity through tailored communications campaigns, including branding opportunities
- Create entertainment opportunities at generously discounted rates for your clients and employees
- Access target audiences for promotions and on-site sampling

Connect with us

If you would like to discuss forthcoming opportunities, or would like to find out more about how sponsorship can benefit your business, please do not hesitate to contact our Development Team on (0191) 277 2173 or email us at business.partners@twmuseums.org.uk

Close to you

- 1 Discovery Museum
- 2 Great North Museum Project
- 3 Hatton Gallery
- 4 Laing Art Gallery
- 5 Shipley Art Gallery
- 6 Segedunum Roman Fort, Baths & Museum
- 7 Stephenson Railway Museum
- 8 Washington 'F' Pit Museum
- 9 South Shields Museum & Art Gallery
- 10 Arbeia Roman Fort & Museum
- 11 Sunderland Museum & Winter Gardens
- 12 Monkwearmouth Station Museum



If you would like to join Connecting through Culture or would like further information about ways you can work with TWM, please do not hesitate to contact our Development Team.

Development Team

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Fax: (0191) 230 2614

Email: business.partners@twmuseums.org.uk

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This brochure can be made available in a range of formats.
Please contact the Development Team for further information.

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NORTH EAST
museums for
changing lives

