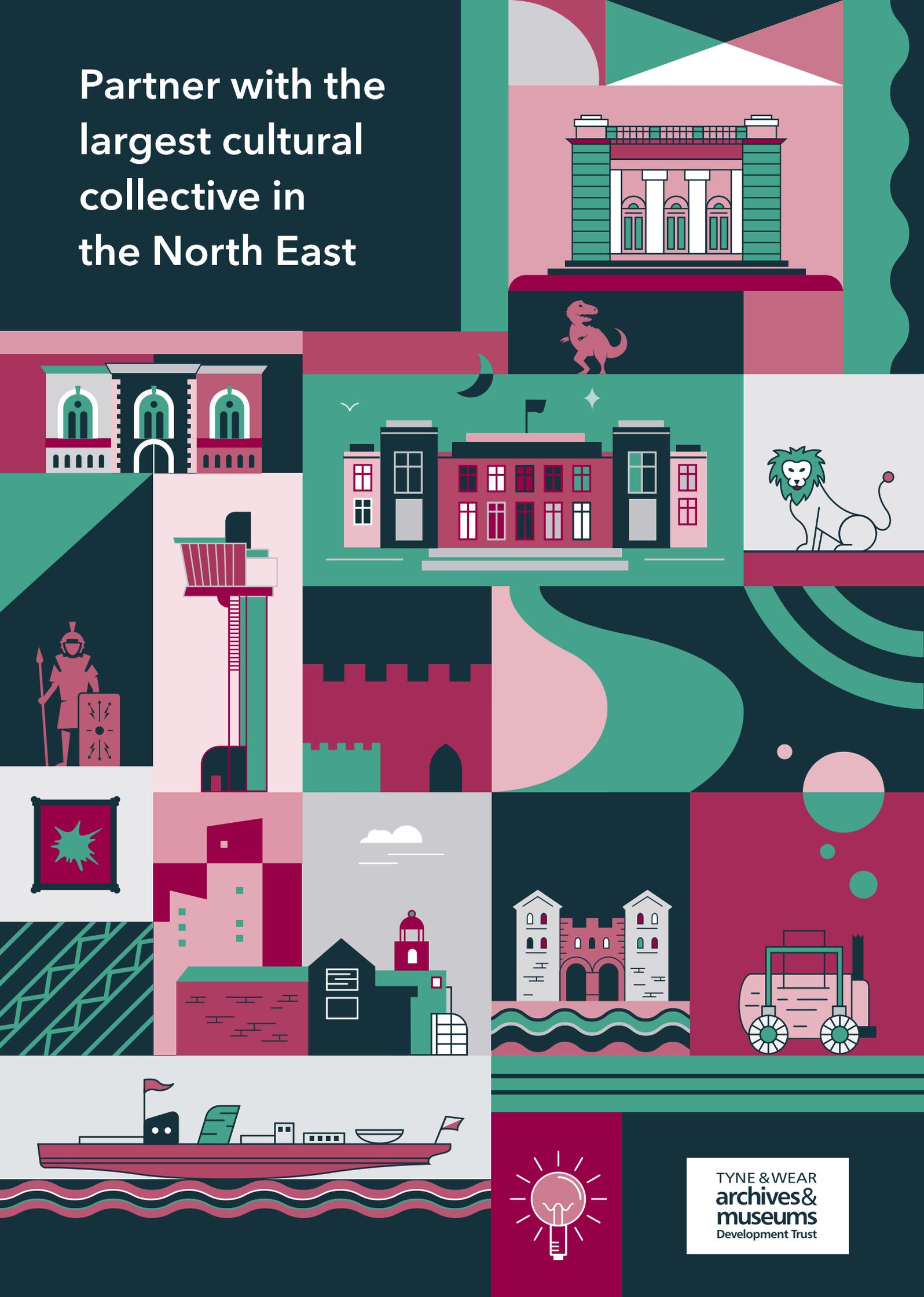


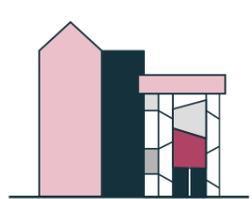
# Partner with the largest cultural collective in the North East



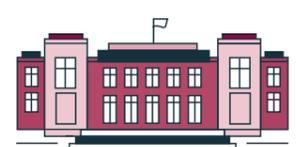
TYNE & WEAR  
**archives & museums**  
Development Trust



# Newcastle upon Tyne



Hatton Gallery



Great North Museum: Hancock



Laing Art Gallery



Discovery Museum and Tyne & Wear Archives



Shipley Art Gallery

# Gateshead

# North Tyneside



Stephenson Steam Railway

Segedunum Roman Fort

# North Sea



Arbeia Roman Fort, South Shields



South Shields Museum & Art Gallery

# South Tyneside

River Tyne

River Tyne

## Your Brand | Our Audience

We represent 22 miles door to door of innovation, art, history, and science packed into 4 museums, 3 art galleries, 2 Roman Forts and 1 Archive.

We manage these cultural assets on behalf of Newcastle University and the local authorities of Gateshead, Newcastle, North and South Tyneside, as the collective Tyne & Wear Archives & Museums.

We are a not-for-profit organisation and depend on earned and contributed income to support our work.

We can connect you to over 2 million people in our venues and online and you can help us to keep art, culture and heritage at the heart of the North East.



**84%** *of our visitors are from the North East*

**Place**

Shaped by our natural, industrial and social landscape our collections are firmly rooted in our locality, yet nationally and internationally important.

They reflect how the pioneering inventions of the North East have changed the world and how people from our region have impacted on all aspects of life from science and industry to art and design.

Through international partnerships we bring amazing artefacts from across the world to the people of Tyneside, helping all of us find our place in a shared history.



  
**2 MILLION+**  
*audience visiting our venues or engaging online*

**People**

We are memory makers: we create experiences that provoke important conversations. We build curiosity in the minds of the future.

We improve the lives of 1.2 million visitors each year, by helping people to understand the world around them.

We strive to remove barriers to art, culture and heritage by offering a sanctuary, a safe place to recharge, to reflect and to relax.

**Work with us**

We are excited about the future of our dynamic North East, and believe art, culture and heritage sits firmly at the heart of our region.

We can help your brand thrive as part of the North East, as part of our community.

*We contribute*  
**£10.5 MILLION**  
*to the regional economy.*

**Stories**

We collect and care for the stories that shape us as individuals and communities and give those without a voice a way to articulate and connect with their own story.

From local experiences to stories from across the world - we are the storykeepers of the North East.

*We engage*  
**130,000**  
*school children with culture and STEM*

*We protect and preserve*  
**1.1 MILLION**  
*items in our collections*

**Collection**

We care for our region's heritage. We hold the memories of those who came before us and collect the stories for those who will come after.

We celebrate North Eastern creativity and innovation and harness it to ignite the imagination of future generations.



## Sponsorship

Support our high profile exhibition and event programme as a sponsor and we will introduce your company to a new audience who are engaged and passionate about their region.

A dedicated relationship manager will work with you to create a bespoke package of benefits to support your business objectives. From brand exposure, annually connecting you to 2 million+ people in our venues and online, to welcoming your clients with unique in-venue experiences, building relationships and developing loyalty or simply creating the opportunity for your employees to grow and shine with our highly regarded volunteering programme.

**//** North East heritage is steeped in innovation, we've developed the safety match, Rocket, the life boat, the light bulb. As a business, there was no better place to display and talk about our innovative product Podfo, than at the Great Exhibition of the North at the Great North Museum.



Helen Sharman's Zvezda Sokol space suit © Science Museum Group



**//** As a long-standing partner of the organisation, which also takes care of our extensive company archive, we are immensely grateful for the role they and other cultural venues play in helping local communities to thrive, and understand our shared heritage."

**Fenwick**

## In-Kind Support

By providing much needed products and professional services, the money we save can be reinvested to extend and develop our programmes and exhibitions. In recognition of the donation, we will credit your company as an in-kind sponsor.

This will entitle your business to bespoke benefits aligned to the value of the product or services.

**//** Maintaining strong roots in the local community is an important part of the Workwear Express ethos. We are proud to support Tyne & Wear Archives & Museums and we truly understand the positive impact it has by connecting the region with art and culture. We have adopted a collaborative approach to create maximum added value."



Workwear Express provided in-kind support gifting us uniforms for staff to wear whilst working on our popular Santa Specials heritage train rides.



## Social Value Community Partnerships

### What is Social Value?

The Social Value Act introduced in 2013 sets out new criteria for Local Authorities' commissioning and procurement framework. It actively encourages businesses who are tendering for work with local authorities to support the four pillars of Social Value.

Evidence the commitment and passion of your business for the people, culture, well-being and heritage of the North East region by supporting the community pillar of the social value act 2013.

By evidencing your business's support for local supply chains, its community, ethical leadership and green and sustainable actions, you match the values that underpin local authority commissioning and procurement frameworks, creating the potential to score more highly when tendering for contracts. Become a social value community partner and we will give your business the leading edge, as well as sharing with you how your business contributions have provided benefit.

## Payroll Giving

Payroll giving, is giving directly from your salary and is an easy way to support a cause close to your heart. By donating tax-free directly through your salary this is the most tax-efficient way to give.

### There are many benefits to Payroll Giving:

- Easy and convenient - straight from pay
- Tax-effective - it costs less to give more
- Flexible - control over how much you want to donate
- Supports good causes

Offering a payroll giving scheme is a great benefit to your employees and is a quick and simple process to implement to support art, culture and heritage across the North East.

**//** For me, Payroll Giving was the best way to support my local heritage. They receive the gift straight from my salary before tax is deducted and my employer matches the donation. The museums and galleries receive twice as much, and all I had to do was fill out a simple online form."

**Anna McCready, Brewin Dolphin**

We look forward  
to hearing from you

---

## Contact us

**Nigel Alston-Phillips**  
Development Officer

Tel: 07870 393947

Email: [nigel.alston-phillips@twmuseums.org.uk](mailto:nigel.alston-phillips@twmuseums.org.uk)

**Sophia Stovall**  
Head of Development

Tel: 07870 393982

Email: [sophia.stovall@twmuseums.org.uk](mailto:sophia.stovall@twmuseums.org.uk)