



# Your Brand | Our Audience

We represent 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**.

## Newcastle upon Tyne



Hatton Gallery



Great North Museum: Hancock



Laing Art Gallery



Discovery Museum  
and Tyne & Wear Archives

River Tyne



## Gateshead



Shipley Art Gallery

# North Tyneside

# North Sea



Stephenson  
Steam Railway

Segedunum Roman Fort



Arbeia Roman Fort,  
South Shields



South Shields Museum  
& Art Gallery



River Tyne

# South Tyneside

**Our mission is to welcome and connect people to the past, present and future of the North East through stories, shared spaces and experiences. We will help people understand and act on local and global challenges:**



**Equality** – we will provide a warm welcome to everyone, break down barriers caused by inequality and discrimination and share diverse stories.



**Wellbeing** – we will use our spaces and services to support people's physical and mental health.



**Social mobility** – we will deliver learning experiences, volunteering opportunities and pathways for personal development for people of all ages and backgrounds.



**Climate** – we will raise awareness about the environment and encourage people to act for a sustainable future.



**Place** – we will celebrate North East England, inspire local pride and use our resources to support research, innovation and economic regeneration.



*2+ Million*

**audience visiting our venues  
or engaging online**

### **Equality & Wellbeing**

We are accredited Museums of Sanctuary providing a warm welcome, free facilities and experiences to around 1 million visitors a year, ensuring everyone can enjoy our region's art and heritage.

We care about the social and economic inequalities in the North East and deliver targeted programmes to support the wellbeing of the communities in our region who need it most.

### **Social mobility**

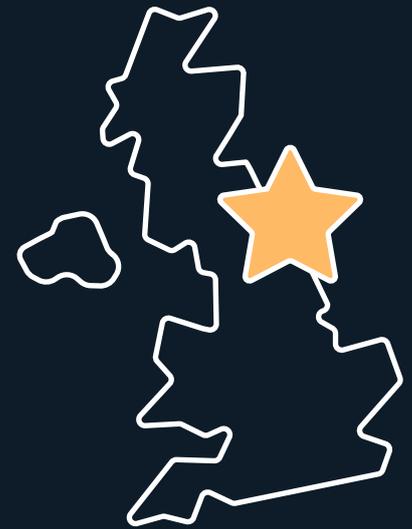
Research shows that children and young people who participate in culture develop skills and behaviours that improve their educational achievements. We inspire over 150,000 children and young people via our education activities each year.

We provide volunteering opportunities for people to increase skills, confidence and social capital. Last year volunteers devoted 20,000 hours to support our work.

*We engage*  
**150,000**

**children and young people a year  
in our learning programmes.**

*We contribute*  
**£25 MILLION**  
to the regional economy



### **Place**

We care for 1.1million objects to preserve our region's heritage and our collections are a catalyst for groundbreaking research via university partnerships.

Visits to our venues generate £25million for the local economy and we deliver world-class exhibitions and events to celebrate the art, culture, heritage and achievements of North East England.

We lead the 'Late Shows' to encourage new audiences to visit cultural venues in Newcastle Gateshead. 50+ venues take part attracting 30,000 visits over two nights, each year.

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

### **Climate**

We are committed to reducing the carbon footprint of our museums, galleries and services and also to raising awareness about climate issues.

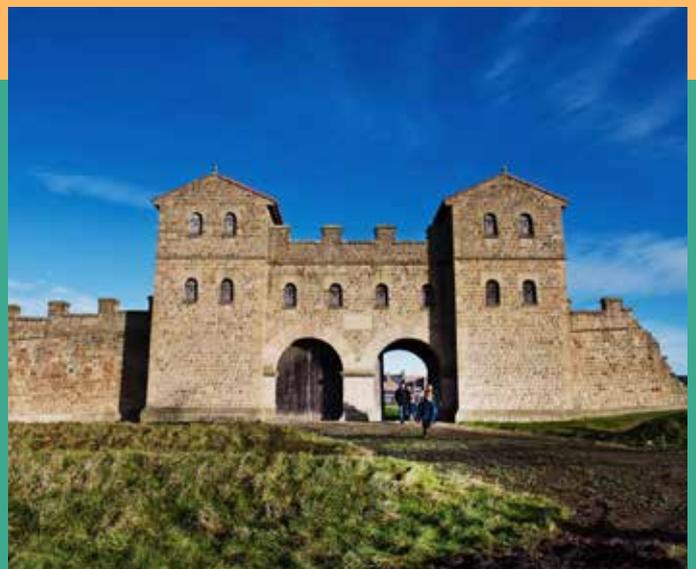
We are programming exhibitions and events to promote the businesses spearheading green technologies in our region today, and promoting a message of hope for the future.



### **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.



Arbeia, South Shields Roman Fort

# Sponsorship

Support our high profile exhibitions and events as a Sponsor and we will promote your company to our loyal visitors and audiences. Your dedicated relationship manager will work with you to create a tailor-made package of benefits to support your business objectives.

## Benefits include:

**Brand exposure** – Tyne & Wear Archives & Museums represents many of the North East's top tourist and cultural attractions, attracting 1 million visits annually. We will work with you to promote your company in the following ways:

- Branding in our venue(s) in association with the exhibition, event or programme
- Crediting you as a sponsor in high profile, creative marketing and advertising campaigns
- Through official recognition on the Tyne & Wear Archives & Museums website and across our social media channels.

**Media profile** – Raise your company's profile through the press coverage generated by our exhibitions and events. Your company will benefit from:

- Credited as a sponsor on press releases
- The inclusion of a quote from your Chief Executive in press releases
- The opportunity to work with us to develop joint creative and opportunities to promote the sponsorship.

# Community Partnerships

Work with us to enable your business to evidence your long-term Social Value commitment to the North East community.

## What is Social Value?

The Social Value Act introduced in 2013 sets out criteria for Local Authorities' to include in their commissioning and procurement framework. Local authorities must demonstrate that they are contracting businesses who can demonstrate wider social, economic and environmental benefits.

By supporting our museums and galleries and our community programmes, you will be able to demonstrate your company's commitment to social value, when tendering for local authority contracts.



## **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.

## Sponsorship Testimonies

“

*Stowe Family Law are proud to be supporting Tyne & Wear Archives & Museums for a third year running. From health & wellbeing programmes to school workshops and Designated status collections, Tyne & Wear Archives & Museums provides a powerful learning resource free of charge for people of all needs and backgrounds. We wholeheartedly urge other local businesses to consider offering their support in any way possible, as every contribution will make a difference to the Tyne and Wear region.”*



“

*Routed in our proud heritage as a family-owned company established in the North East of England, our commitment to local communities is ingrained in our DNA. We are delighted to sponsor the Laing Art Gallery, showcasing a gallery local to our hearts. This is not just about business it is an investment in our heritage and a testament to our unwavering commitment to the vibrant spirit of our community.*



“

*With Coatsink being rooted within the North East, it was a real honour to be the headline sponsor of the Myth Quest exhibit at the Great North Museum: Hancock.”*

**COATSINK.**

# Award-winning Partnerships



## North East Charity Awards 2022:

- Winner of the Uniquely North East Award



## North East Culture Awards:

- Best Arts & Business Partnership 2022 – for our partnership with Tyne and Wear Metro
- Best Arts & Business Partnership 2023 – for our partnership with Ad Gefrin



Reach PLC

“



*Partnering with Tyne & Wear Archives & Museums has been an excellent experience for Tyne and Wear Metro. The synergy with our ambitions and objectives to lower barriers for families to access art, culture and memorable experiences means we can work together to broaden our reach. Together we are greater than the sum of our parts and by promoting the museums' Ways To Play events alongside free travel for children, we have made a difference to families all over the region."*

# Giving as an individual

## Visit

One of the easiest ways to support us is giving a donation when you visit one of our museums or galleries. We have donation boxes, contactless donation points and you can also donate at the till in any of our shops. If you would like to know more about how you can donate in venue, please speak to any of our friendly front of house team.

## Online

Another simple way to support art, culture and heritage is through a donation via our website: [twmuseums.org.uk/donation](https://twmuseums.org.uk/donation)



## Leaving a gift in your will

Our galleries, museums, and heritage sites hold a special place in people's hearts and memories. Once your family have been provided for, you can remember Tyne & Wear Archives & Museums or your favourite venue in your Will – large or small, all gifts make a big difference. By leaving us a gift in your Will or giving a donation in memory of a loved one, you help to secure the future of the venues and collections you and your family care about.

To find out more about how you can leave a gift in your Will or to celebrate the life of someone special please get in touch or visit [twmuseums.org.uk/legacy-giving](https://twmuseums.org.uk/legacy-giving) for more information.

# Become a Supporter, today.

As a Supporter, you'll receive brilliant benefits and your monthly **£5 donation** will help us to keep art, culture and heritage at the heart of the North East.

## For your support, you will receive:

- invitations to VIP exhibition preview events
- priority booking for exhibitions and events
- regular emails about what's on at our venues
- quarterly updates about the impact of your support.



**Join the Supporters' Programme now**

Scan with your smart phone to learn more

 **Supporter**

TYNE & WEAR  
archives &  
museums

*We look forward to  
hearing from you*

## Contact us



Scan with your smartphone  
to find out more.

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ENGLAND**



South Tyneside Council

**TYNE & WEAR  
archives &  
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