



ART GALLERY NSW PARTNERSHIP EVALUATION

2015 - 2016



SOFITEL
HOTELS & RESORTS

HOTEL NAME IN CLANOT EXT DNEWS

TABLE OF CONTENT

- 1. PARTNERSHIP ACTIVATIONS
 - 1.1 ARCHIBALD INSPIRED HIGH TEA
 - 1.1.1 OFFER/RESULTS
 - 1.2. THE GREATS SO CULTURE PACKAGE
 - 1.2.1 OFFER/RESULTS
- 2. BRANDING/MEDIA COVERAGE/DIGITAL



1 PARTNERSHIP ACTIVATION

1.1 ARCHIBALD INSPIRED HIGH TEA



1.1 ARCHIBALD INSPIRED HIGH TEA

1.1.1 THE OFFER

Sydney's 'hotel for the arts' Sofitel Sydney Wentworth is offering guests a unique, art inspired high tea from 17 July to 27 September 2015 in partnership with the Art Gallery of New South Wales' (AGNSW) Archibald Prize 2015.

To showcase the famous Archibald portraiture, Chef of Sofitel Sydney Wentworth Boris Cuzon will create a replica of last year's master piece, a portrait of champion snowboarder Torah Bright, by artist Zoe Young, on decadent white chocolate for guests to enjoy.

Creatives will have the opportunity to produce their own Archibald masterpiece with sketching sets available at Soiree Bar on arrival. The best portrait will win two tickets* to *The Greats: masterpieces from the National Galleries of Scotland*, an exhibition to be held at the Art Gallery NSW during October 2015.

RATE/INCLUSIONS

Priced at **\$59 per person** including a glass of Taittinger champagne or **\$65 per person** with complimentary sparkling for the duration of the High Tea. The offer also features one ticket to the Archibald Prize at the Art Gallery of New South Wales.



THE OFFER



1.1 ARCHIBALD INSPIRED HIGH TEA

1.1.2 RESULTS

| Revenue vs Cost | | | |
|-----------------|--------------------------------------------------|---------------|-----------|
| | | # of High Tea | Revenue |
| | | | |
| Revenue | Archibald High Tea (17 July - 27 September 2015) | 458 | 19,190.86 |
| | | | |



1.2 THE GREATS

1.2.1 THE OFFER

1.2.2 RESULTS



1.2 THE GREATS – SO CULTURE PACKAGE

1.2.1 THE OFFER

Collaborating with Sydney's elite partners of the arts the **Art Gallery of NSW**, Sydney Sofitel Wentworth is relaunching its 'So Culture' package to time with the upcoming exhibition, The Greats, Masterpieces from the National Galleries of Scotland.

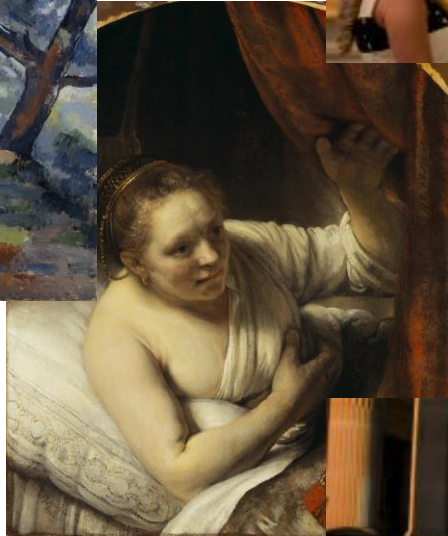
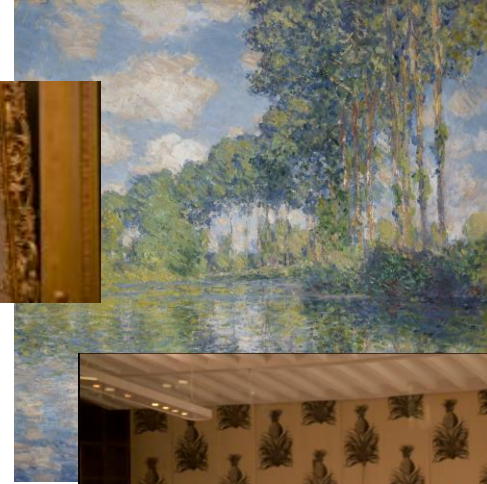
From **24 October 2015 to 14 February 2016**, guests can combine a luxurious stay at Sydney Sofitel, just a short walk from the gallery, with a historical journey through The Greats exhibition.

The Greats is a showcase of some the world's most revered old master paintings and drawings by many of the greatest names in European art. Featuring 70 outstanding works, such as Botticelli's exceptional 'Virgin adoring the sleeping Christ child', the collection has come from the National Galleries of Scotland.

RATE/INCLUSIONS

From **\$433** per night including overnight accommodation in a classic room, 2-course dinner for 2 with a Scottish inspired menu, breakfast for 2 and 2 tickets to The Greats exhibition at the *Art Gallery NSW, Masterpieces from the Art Gallery of Scotland*.





1.2 THE GREATS – SO CULTURE

| Revenue vs Cost | | | |
|-----------------|------------------------------------|-------------|-------------|
| | | Room Nights | Revenue |
| | | | |
| Revenue | The Greats So Culture Package | 45 | 14,730.00 |
| | 24 October 2015 - 14 February 2016 | | |
| | | | |
| | Non Packages | 22 | \$ 5,000.00 |
| | | | |

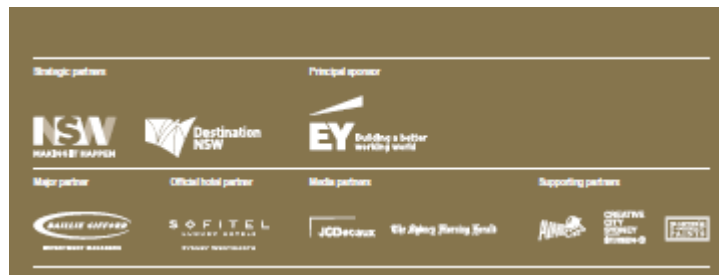


2.

MEDIA COVERAGE/BRANDING/DIGITAL



3. BRANDING – MEDIA WALL, COLLATERAL, INVITATIONS



GALLERY MEMBERS TRAVEL DRAW 2016

Win luxury prizes and support the Gallery

The annual Travel Draw is exclusive to Art Gallery Society of New South Wales members. It offers great prizes in recognition of members' commitment to the Gallery, and above all, it helps put art on the walls.

The Art Gallery of New South Wales does not receive any Government funding for acquisitions to the permanent collection and has not done so for three decades.

We rely on the generosity of individuals to raise money for works of art through fundraising initiatives such as this. There are 10 luxury prizes worth over \$85,000. Please treat yourself, friends and family to as many draw tickets as you can manage. Our promise to you is that we will ensure every dollar raised from each ticket purchased goes towards helping the Gallery to acquire works for the collection.

Good luck, and thank you for being a member and supporting the Gallery.

Tickets

\$6 each | 5 for \$25 | 10 for \$40 | 20 for \$70 | 35 for \$100

THE ART GALLERY SOCIETY OF NSW RECOGNISES THE GENEROUS SUPPORT OF OUR SPONSORS AND PRIZE DONORS

1ST PRIZE SUPPORTER



SUPPORTING PRIZE SPONSORS

Arab Bank Australia



SOFITEL
LUXURY HOTELS
SYDNEY WESTWORTH



MAJOR PRIZE DONORS

Paul
Newton

Renaissance
HOTEL



contact sheet



3. PRESS RELEASES & MEDIA COVERAGE

PRESS RELEASE

Become 'So Cultured' at Sofitel Sydney Wentworth

Collaborating with Sydney's elite partners of the arts the Art Gallery of NSW, Sydney Sofitel Wentworth is relaunching its 'So Culture' package to time with the upcoming exhibition, *The Greats: Masterpieces from the National Galleries of Scotland*.

From 24 October to 14 February 2016, guests can combine a luxurious stay at Sydney Sofitel, just a short walk from the gallery, with a historical journey through *The Greats* exhibition.

From \$433 per night, the So Culture package includes an overnight stay in a classic room, two tickets to the exhibition of *The Greats* at The Art Gallery of NSW and a 2-course dinner for 2 guests inspired by some of the best Scottish recipes designed by renowned Executive Chef Boris Cuzon. Round up a cultural stay with a decadent breakfast for 2 guests at Garden Court Restaurant.

The Greats is a showcase of some of the world's most revered old master paintings and drawings by many of the greatest names in European art. Featuring 70 outstanding works, such as Botticelli's exceptional 'Virgin adoring the sleeping Christ child', the collection has come from the National Galleries of Scotland.

Sofitel Sydney Wentworth's So Culture packages are an integral part of Sofitel Hotels, offering guests the opportunity to immerse themselves in vibrant culture and create memories to treasure for a lifetime. From museum and galleries to local artist exhibits such as *The Revealed* exhibition coming to the hotel 16 December 2015, Sofitel creates an elegant arts program to help to educate and culture guests during their stay.

To find out more visit: www.sofitelsydney.com.au/sydney-hotel-packages or email H3665@sofitel.com or call 02 9228 9188.

Discover more at www.sofitelsydney.com.au

ENDS

Keep up to date by following:

Sofitel Sydney Wentworth: [@sofitelsydney](https://twitter.com/sofitelsydney) | www.sofitelsydney.com.au
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SYDNEY
COLLABORATING with Sydney's elite partners of the arts, the Art Gallery of New South Wales, Sydney Sofitel Wentworth is relaunching its 'So Culture' package to time with the coming exhibition, *The Greats: Masterpieces from the National Galleries of Scotland*.
From today until February 14, 2016, guests can combine a stay at Sofitel Sydney, just a short walk from the gallery, with a historical journey through the exhibition.
From \$433 per night, the So Culture package includes an overnight stay in a classic room,

Weekend Gold Coast bulletin Oct 2015

The Holiday and Travel Magazine

Exciting News! the 690,000th person read this Magazine on 14 October 2015. An in the Hunter Valley region of New South Wales in Australia, selected Australian c Featuring MICE and Corporate Travel news, destinations and events. On the right index of articles by date, by world location, and by popularity. Happy reading!

SUNDAY, 25 OCTOBER 2015

Become 'So Cultured' at Sofitel Sydney Wentworth

Collaborating with Sydney's elite partners of the arts, the Art Gallery of New South Wales (AGNSW), Sydney Sofitel Wentworth is relaunching its 'So Culture' package to time with the upcoming exhibition, *The Greats: masterpieces from the National Galleries of Scotland*.

From 24 October to 14 February 2016, guests can combine a luxurious stay at Sofitel Sydney, just a short walk from the gallery, with a historical journey through *The Greats* exhibition.

From \$433 per night*, the So Culture package includes an overnight stay in a classic room, two tickets to the exhibition of *The Greats* and a two-course dinner for two with some of the finest Scottish food, inspired by renowned Executive Chef Boris Cuzon. To complete the stay a decadent breakfast will be served in Sofitel's Garden Court Restaurant.

The Greats at the Art Gallery of New South Wales, is an exhibition of some of the world's most revered old master paintings and drawings by many of the greatest names in European art. Featuring 70 outstanding works, such as Botticelli's exceptional 'Virgin adoring the sleeping Christ child', the collection has come from the National Galleries of Scotland.

Sofitel Sydney Wentworth's So Culture packages are an integral part of Sofitel Hotels.



3. PRESS RELASES & MEDIA COVERAGE

SYD Hotel, Gallery Deal

Sydney Sofitel Wentworth is relaunching its 'So Culture' package to time with the upcoming exhibition, *The Greats: Masterpieces from the National Galleries of Scotland*. Priced from AUD433 per night, the package includes an overnight stay in a classic room, two tickets to the exhibition of *The Greats*, a two-course dinner for two and breakfast. The package is valid for stays 24 Oct-14 Feb. See sofitelsydney.com.au/sydney-hotel-packages



Visitors to Sydney wanting to view the exhibition, can combine a luxurious stay at Sofitel Sydney, just a short walk from the Gallery, with their 'So Culture' package which includes an overnight stay in a classic room, two tickets to the exhibition, a two-course dinner for two with some of the finest Scottish food, plus

breakfast in Sofitel's Garden Court Restaurant.

The exhibition runs until 14 February 2016.



Art Gallery coverage

Travel today New Zealand Nov 2015

HOT

THIS WEEK'S BEST DEAL

Sydney from \$433

Visit *The Greats: Masterpieces from the National Galleries of Scotland* exhibition in style. From \$433 a night, until February 14, you can combine a stay at Sydney Sofitel Wentworth with a visit to the Art Gallery of New South Wales. The So Culture package includes an overnight stay in a classic room, two tickets to the exhibition and a two-course dinner for two. To complete the stay enjoy a decadent breakfast in Sofitel's Garden Court Restaurant. The exhibition features 70 works.

More info: sofitelsydney.com.au; email H3665@sofitel.com; phone 02 9228 9188



Courier mail Brisbane Nov 2015

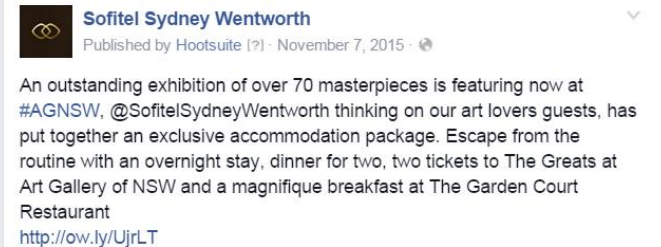
3. SOCIAL MEDIA & E-NEWS



Archibald Social Media competition - Portraits



The Greats & Archibald Social Paid ads SSW



3. SOCIAL MEDIA & E-NEWS



The Art of the Archibald Prize High Tea

Blog coverage on Sydneyscoop.com – July 2015



*Blog feature on
christineknight.me*

Adventure, Baby!
Navigating the world & parenthood with Christine Knight

SYDNEY • NEW YORK • FAMILY • TRAVEL •

ARCHIBALD INSPIRED HIGH TEA AT THE SOFTEL SYDNEY WENTWORTH

September 26, 2015 / CBD, Sydney, Sydney Food / 0 Comments



The basic high tea starts at \$49pp, including savouries and sweets and your choice of tea (\$59 with a glass of sparkling wine) and a ticket to the Archibald Prize at the Art Gallery of New South Wales.

Chef of Sofitel Sydney Wentworth, Boris Cuzon, created an amazing replica of last year's masterpiece, a portrait of champion snowboarder Torah Bright, by artist Zoe Young, on decadent white chocolate, as the centerpiece of each platter.

S O F I T E L
HOTELS & RESORTS