



**Gay Photographer's Network: 2012 Annual Exhibition**  
**June 23<sup>rd</sup> – 8<sup>th</sup> July**

## **Request for Sponsorship**



The Gay Photographer's Network is holding its **third West End** annual exhibition in June 2012, once again as **official participants in the London Pride Festival** but also in conjunction with **World Pride 2012**.

We are seeking sponsorship of just **£5,000** in total to support the staging and promotion of this exciting addition to next summer's events calendar.

With **our sponsor's branding on all materials and events**, last year's sponsors gained extensive exposure to the marketplace including to over **180,000** readers of the print edition of Independent newspaper and a further **58,000** Time Out readers with added exposure on their respective websites. We were also heavily supported by the gay press including high profile titles such as QX and Bent. We estimate **at least a quarter of a million potential customers were exposed to our sponsors' brands** for the equivalent of **just a few pence per head**. In 2012 that exposure will be even greater with **a million visitors expected in London next summer**.

# The F20.12 Event

World Pride 2012 will see a huge influx of visitors to London, and provide us with a unique opportunity to attract international visitors to one of the official Pride Festival events, and to advertise the event internationally. Next year's exhibition has been extended to cover the entire World Pride two week festival period.

The GPN intend to attract global participation and awareness via Interpride, creating an 'international guest wall' as part of the exhibition, which will blend in the work of invited amateur and professional overseas photographers into the overall exhibition. It will continue to give many people an opportunity to display their work for the first time, and build a truly inclusive and diverse celebration of photographic work.

The exhibition will be returning to The Strand Gallery, in John Adam Street, just a few hundred yards from Trafalgar Square. This will be the focal point of one of the highlights of the Pride Festival, the Pride march, and close to all the Pride Festival programme of events.

The GPN are now seeking major sponsors to support this unique opportunity to reach out and raise awareness and celebration of photography to a potential audience of a million visitors (source: Interpride).

Early sponsorship of the exhibition will provide sponsors with their own global advertising and marketing opportunities, in addition to all joint-venture activities.

## **CONTACT DETAILS**

JOHN DRENNAN (CHAIRMAN) TEL: 07887 997760

EMAIL: [Exhibition@gayphotographersnetwork.co.uk](mailto:Exhibition@gayphotographersnetwork.co.uk)

**Gay Photographers Network website:** <http://www.gayphotographersnetwork.co.uk>

## **SPONSORSHIP PACKAGES**

### **Major Sponsor benefits: (£1000+)**

- **Sponsor Acknowledgment Signage:** at venue to read: Gay Photographers Network 2012 Exhibition: 'f20.12' supported by 'Sponsor' (plus logo), alongside other major sponsor details.
- **All printed material** to include prominent sponsor bar. This includes printed and electronic flyers and adverts, press releases, electronic and printed invitations and exhibition guide (to be retained by gallery visitors)
- **Verbal acknowledgement** on Private View evening by MC
- **Sponsor's logo with hyperlink** on the event website.
- **Advertising Space and acknowledgments** in Exhibition Guide
- **Private View invitations and guest hospitality** (additional charge)
- **Press and Public Relations opportunities**

### **Sole Sponsor benefits: (£5000)**

- **Sponsor Branding opportunities**
- **Naming Rights for the event:** 'Sponsor' presents the Gay Photographers Network 2012 Exhibition: 'f20.12'
- **All signage** at venue to read: Gay Photographers Network 2012 Exhibition: 'f20.12' sponsored by 'Sponsor' (plus logo)
- **All printed material** to refer to, and branded as, Gay Photographers Network 2012 Exhibition 'f20.12' sponsored by 'Sponsor' (plus logo). This includes printed and electronic flyers and adverts, press releases, electronic and printed invitations and exhibition guide (to be retained by gallery visitors)
- **Verbal acknowledgement** on Private View evening by MC
- **American Express literature placement** for distribution
- **Gallery wall-space** for logo placement
- **Sponsor's logo with hyperlink** on the event website.
- **Advertising Space and acknowledgments** in Exhibition Guide
- **Private View invitations and guest hospitality** (additional charge)
- **Press and Public Relations opportunities**

# Our 2011 Exhibition

*'MORE GUYS HANGING' was the second annual exhibition by the GAY PHOTOGRAPHERS NETWORK as part of the PRIDE FESTIVAL, with over 40 photographers (professionals and talented amateurs) from the group taking part.*

*£1300 was raised for charity (London Friend and the Disabled Photographer's Society) through donations and percentage of exhibition sales and saw over 1,000 people visiting the Strand Gallery during the week long show which gained wide press coverage including Time Out where we feature in Critics Choice , The Independent and in the Gay Press. The event was opened by actress and singer Toyah Willcox.*

## **Messages of support:**

*" (It's) a wonderful expression of the artistic flare made by London's LGBT communities, such events energize London's cultural fabric."*

## **Deputy Mayor of London Richard Barnes**

*"I am delighted to be invited to open the Gay Photographers Network Exhibition 'More Guys Hanging', (it's) such a great mixture of talent and creativity and in support of such worthy charities. To see collective works such as these intensifies the individual visions of each and every photographer. It is inspiring."*

## **Actress and Singer Toyah Willcox**

*"We are pleased to have been invited to be part of this wonderful event, we are extremely grateful to the Gay Photographers Network for choosing to support our appeal to buy our LGBT community Centre."*

## **Matthew Halliday, Chief Executive, London Friend**

*"We are delighted to once again receive much valued support from the Gay Photographers' Network. It is especially meaningful to the DPS as both our societies share a common interest in a medium, which allows us all to express ourselves in ways which words alone are often inadequate."*

## **Thomas Molloy, Chairman, The Disabled Photographer's Society**

# The Opening Night Event

Video: <http://www.youtube.com/watch?v=H4y8sTTpTg8>

MORE  
**GUYSHANGING**  
PHOTOGRAPHY EXHIBITION  
**PRIVATE VIEW**  
The Second Annual Exhibition by the  
**gpn**  
gay photographers network

Strand Gallery  
32 John Adam Street  
London  
WC2N 6BP

Mon 20th June 2011  
18:00-20:30

RSVP [exhibition@gayphotographersnetwork.co.uk](mailto:exhibition@gayphotographersnetwork.co.uk)



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2011

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Media Coverage



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**GUYSHANGING**  
PHOTOGRAPHY EXHIBITION 2011

The Second Annual Exhibition by the



The Second Annual Exhibition by the



gay photographers network

# MORE GUYSHANGING

PHOTOGRAPHY EXHIBITION

21-26 JUNE 2011

STRAND GALLERY WC2

Tues-Sat | 11:00-19:00 / Sunday | 11:00-14:00  
Admission FREE

STRAND GALLERY 32 JOHN ADAM STREET LONDON WC2N 6BP  
[WWW.GAYPHOTOGRAPHERSNETWORK.CO.UK](http://WWW.GAYPHOTOGRAPHERSNETWORK.CO.UK)



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