



Join Us

 NATIONAL
GALLERY of
IRELAND

Corporate Partnership Opportunities

Inspiration for the Nation

When the National Gallery of Ireland re-opened its historic Dargan and Milltown wing in 2017, the warm reception from across the nation was truly inspiring. The Irish people celebrated the return of one of their greatest treasures, to be enjoyed in its newly refurbished splendour.

Visitors, both Irish and international, have continued to pour into the Gallery and we are reminded daily of the fondness and in many cases nostalgia for this wonderful Irish institution felt by Irish people, young and old.

The National Gallery of Ireland has been inspiring the Irish people since 1864 and hosts the national collection of European and Irish fine art. Looking out over Merrion Square, the Gallery receives the largest number of visitors of any Irish museum each year and is free of charge to visit.

Amongst its better known treasures, such as Vermeer's *Woman Writing a Letter with Her Maid* and Caravaggio's *The Taking of Christ*, the Gallery is home to an extensive permanent collection and each year mounts internationally acclaimed exhibitions showcasing Irish and international work.

The Gallery is home to a world-class team of curators, art historians, education specialists and conservation experts who work tirelessly behind the scenes to inspire and educate new generations of Gallery visitors and art lovers.

Much of the work we do has been made possible by the generosity of private and corporate donors and partners, who have played a critical role in the life of the Gallery. Their support has enabled us to bring world class exhibitions and programmes to the Gallery.

Our corporate partnerships programme is an important part of our future strategy and we are keen to engage with like-minded organisations who share our vision for bringing the highest quality of fine art programming to Ireland.

We invite you to join us on our mission to bring inspiration to the nation and continue to build an artistic heritage for generations to come.

Sean Rainbird

Director, National Gallery of Ireland



With over one million visitors a year, we are Ireland's number one free visitor attraction.



(Above) Detail: *Taking Measurements - The Artist Copying a Cast in the Hall of the National Gallery of Ireland*.
Artist: Richard Thomas Moynan, 1856-1906
Photo © National Gallery of Ireland



Welcome to
The Shaw Room



Unique in its location, this exclusive setting is an impressive venue for banquets and dinners.

Creating lasting impressions

Partnership with the National Gallery of Ireland is one of the most high profile opportunities to demonstrate your support for the arts in Ireland and to associate with one of the best-loved brands in the art world.



Corporate partnership offers opportunities to:

INSPIRE

Inspire creativity amongst your workforce – through our programme of guided tours, workplace talks, workshops and behind the scenes access to Gallery experts.

ENTERTAIN

Entertain clients and colleagues with priority access to a range of unique spaces for events and hospitality, tickets to exhibitions and access to member only areas of the Gallery.

IMPRESS

Exclusive access to the Shaw Room, which is reserved for use by the Gallery's corporate partners and special government and Gallery events only.

POSITION

Position your brand through a range of exhibition and programme sponsorship opportunities as part of your partnership package. Associate your organisation with a specific area of the Gallery's work, such as technology, conservation or education.

All partners are acknowledged with thanks:

- On multi-media displays in the Gallery at both entrances with annual visitor numbers in the region of one million per year.
- On the NGI website which has over one million visitors per year.
- In the NGI Annual Report and other publications.
- At the annual Director's Corporate Partners and Patrons Dinner
- In certain cases, signage and naming rights may be assigned to a particular exhibition or programme.
- Press releases relating to your association with a certain exhibition or programme.



Zurich's sponsorship of the 2017 exhibition 'Vermeer and the Masters of Genre Painting' delivered widespread branding opportunities on advertising, print and online materials. The exhibition achieved record breaking visitor numbers.

(Above) Detail: *Argenteuil basin with a single sailboat*.
 Artist: Claude Monet, 1840-1926
 Photo © National Gallery of Ireland

Enriching partnerships

Much of the work we do has been made possible by the generosity of private and corporate donors and partners, who have played a critical role in the life of the National Gallery of Ireland. Your support can be channelled towards a specific programme, project or exhibition, depending on your area of interest.



Education

Each year, the Gallery's education team delivers thousands of participation, engagement and learning events to inspire, encourage and support learning through art in a positive and inclusive environment. Using the Gallery's collection and exhibitions for inspiration, the team operates Onsite, Offsite and Online to provide programming specially tailored to the needs of distinct audience groups. Whether through a sensory workshop for babies or a conference of world-leading experts, our renowned guest speakers and practitioners provide a unique opportunity for our audiences to engage with art in a meaningful and memorable way.

**"Such an impressive Summer programme!
The NGI is truly family friendly. It cannot
be easier to introduce your children to art!"**

Gallery Visitor, 2017



The Abbey Theatre and St Mary's Boys National School created a play inspired by the exhibition *Beyond Caravaggio*.



Art for Everyone

Making the collection accessible to the widest possible audience is a key priority and this means both within the Gallery itself as well as through our outreach and community engagement programmes and online via videos and podcasts. The Gallery runs regular tours and events for the hard of hearing, for people with dementia, tactile tours for the blind and a range of other events for people with different needs, at every stage in life.

We run tours through our Education Department for people with autism, those who are visually impaired or hard of hearing, as well as for people with dementia and their carers.



Multisensory Art Workshops with LauraLynn Children's Hospice and LauraLynn House.

Research

The Gallery's library and archive collections are a significant resource for anyone interested in researching art and its associated disciplines. These collections are held in the Art library, the ESB Centre for the Study of Irish Art, the Yeats archive, the Gallery archive and the Sir Denis Mahon library and archive.

Rich and varied, these resources relate to the national and international development of the visual arts from the middle ages onwards and support the study of the development of the Western European artistic tradition.



ESB Centre for the Study of Irish Arts – in partnership since 2002.

Conservation

Conservation is a critical area of work caring for our collection of over 16,300 works comprising oil paintings, works on paper, sculptures, objets d'art, archival materials and prints. Our conservation department is engaged in scientific research and collaborations internationally with colleagues across many disciplines. The preparation of masterpieces for loan exhibitions is another important element of the work in this department.



Bank of America Merrill Lynch funded the conservation of Daniel Maclise's masterpiece, *The Marriage of Strongbow and Aoife* (1854).

The National Gallery of Ireland hosts a highly skilled team of conservators and has recently partnered with the J. Paul Getty Museum in Los Angeles on a major conservation project of Guercino's 'Jacob Blessing the Sons of Joseph'.

Technology

Technology is playing an increasingly important role in our work at the National Gallery of Ireland, both within the gallery and online. We know that not everyone is able to visit the gallery in person and we have been developing our digital presence to ensure greater access to the collection, to our Education work through videos and podcasts and to our Conservation work, much of which can now be seen online.

The Gallery's website has around one million online visitors a year and our social media audiences have been growing steadily year by year, introducing new audiences to the Gallery and its work.

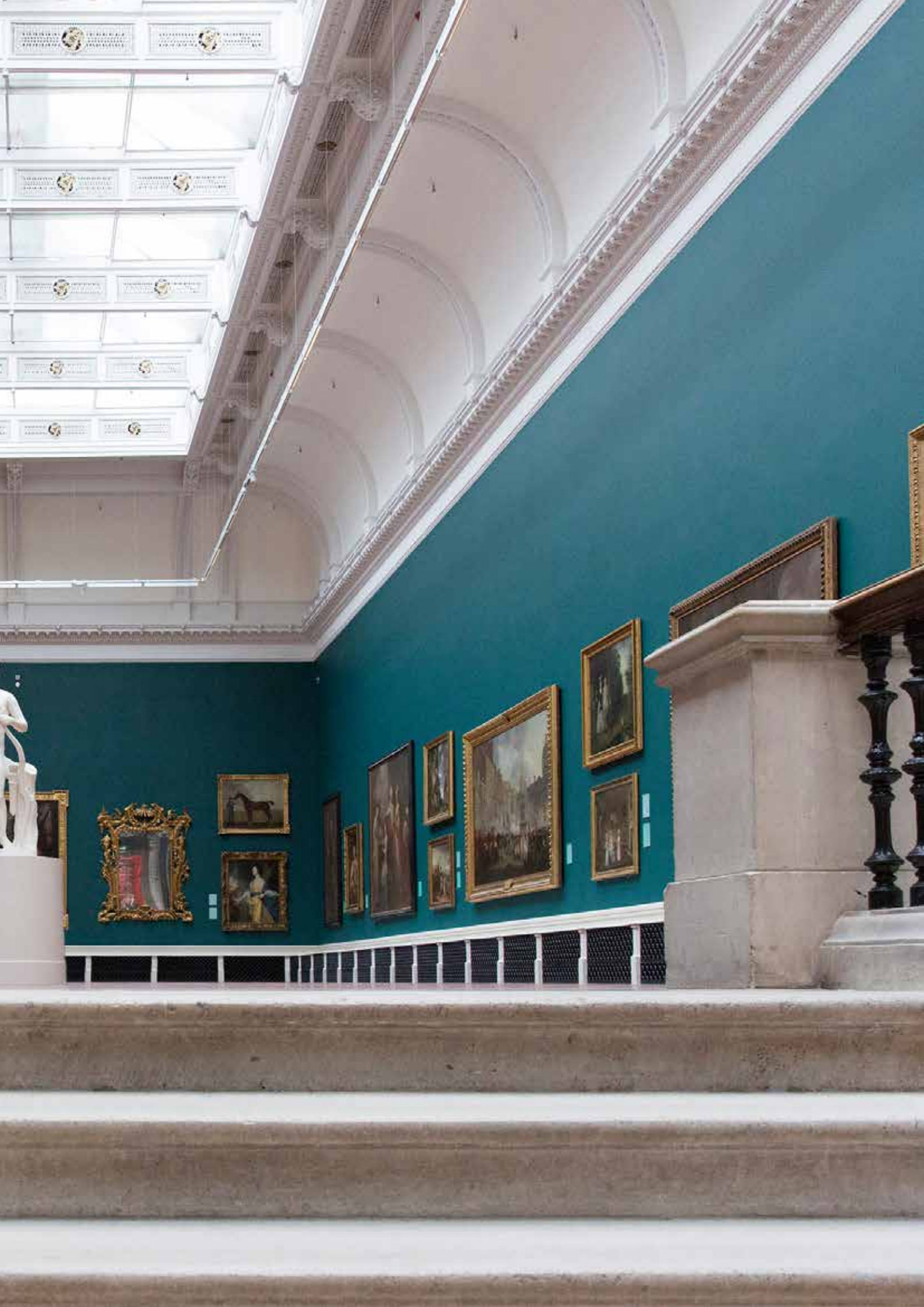
We are keen to work with technology partners who can help us achieve our vision to bring art to the Irish people across the country.



Fidelity Foundation and Focal Media funded a major upgrade of the Gallery's technology on its re-opening in 2017.







Lead Corporate Partner

National Gallery of Ireland

Each year we have a limited number of highly prestigious Lead Corporate Partnership opportunities which will include:

- Exclusive sponsorship of one of the Gallery's major international exhibitions and all associated branding and media opportunities.
- or
- Exclusive sponsorship of one of the Gallery's Major Programmes, such as Education, Research or Conservation and all associated branding and media opportunities.

A press and marketing plan will be agreed with the Gallery for each partner to ensure maximum impact of this prestigious partnership.

Lead partners will enjoy:

- Behind the scenes tours for staff and clients
- Creativity workshops delivered by members of the NGI team in house at your workplace (up to 2 per year)
- Engagement with your company's existing cultural and artistic programme, providing artistic support and venues to cultural or artistic events with other groups
- Talks at your workplace by curators and other members of our expert team
- Complimentary invitations to all paid exhibitions
- Up to ten events a year in the Georgian Rooms at No.5, plus two in the Courtyard and one exclusive event per year in the Shaw Room*
- Invitations to all exhibition opening events
- 20 VIP cards allowing the holders access to VIP member only areas at the Gallery
- Four invitations to the Director's Corporate Partners and Patrons Dinner.

* No room hire fees will apply. Event costs such as catering, security and cleaning will be additional.



Premier Corporate Partner National Gallery of Ireland

Premier Corporate Partners will have access to a wide range of staff engagement activities, exclusive entertaining and events and behind the scenes access to the Gallery. In addition, Premier Corporate Partners may choose one of our exhibitions (excluding major exhibitions) to associate with or one smaller project for that year at the Gallery.

- Exclusive sponsorship of one of the Gallery's exhibitions and all associated branding and media opportunities
- or
- Exclusive sponsorship of one of the Gallery's special projects, such as catalogue sponsorship, special education events, vital equipment

We had a great experience from this sponsorship. At every level. It was really unbeatable.

Conor Killeen

Key Capital, July 2016

(Sponsors of the *Leonardo de Vinci: 10 Drawings from the Royal Collection* exhibition)

Premier partners will enjoy:

- Behind the scenes tours for staff and clients
- Creativity workshops delivered by members of the NGI team in house at your workplace (up to 2 per year)
- Engagement with your company's existing cultural and artistic programme, providing artistic support and venues to cultural or artistic events with other groups
- Talks at your workplace by curators and other members of our expert team
- Complimentary invitations to all paid exhibitions
- Up to seven events a year in the Georgian Rooms at No.5, plus one in the Courtyard and one exclusive event every second year in the Shaw Room.*
- Invitations to all exhibition opening events
- Ten VIP cards allowing the holders access to VIP member only areas at the Gallery
- Three invitations to the Director's Corporate Partners and Patrons Dinner

* No room hire fees will apply. Event costs such as catering, security and cleaning will be additional.

Corporate Partner

National Gallery of Ireland

Corporate Partners will have access to a wide range of staff engagement activities, exclusive entertaining and events, as well as behind the scenes access to the Gallery.

Corporate partnership will give unique access to the staff, the venues and the branding opportunities that are associated with partnership of a much loved Irish institution.

Staff and clients will be inspired by our range of private talks, workshops and tours and we hope that your business will benefit from our sharing of our knowledge and creativity.

Our collaboration with the Gallery was a real success for us, so much so that we availed of the opportunity again to become Exhibition Partner to the Gallery's Exhibition 'Vermeer and the Masters of Genre Painting: Inspiration and Rivalry.'

Brian Hunt

Head of Regulatory Affairs & Head of Government and Industry Affairs, Ireland, Zurich Insurance plc

Corporate partners will enjoy:

- Behind the scenes tours for staff and clients
- One creativity workshop per year
- Engagement with your company's existing cultural and artistic programme, providing artistic support and venues to cultural or artistic events with other groups
- Talks at your workplace by curators and other members of our expert team
- Reduced fees and priority booking for staff to all paid exhibitions
- Up to four events a year in the Georgian Rooms at No.5, plus one in the Courtyard and one exclusive event every three years in the Shaw Room.*
- Invitations to all exhibition opening events
- Five VIP cards allowing the holders access to VIP member only areas at the Gallery
- Two invitations to the Director's Corporate Partners and Patrons Dinner

* No room hire fees will apply. Event costs such as catering, security and cleaning will be additional.

Join Us

We invite you to join us in our mission to bring inspiration to the nation and to create a national resource that will be enjoyed by generations to come.

For more details on how you can become a corporate partner of the National Gallery of Ireland, please contact our Development team:

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