

Thurs 27 - Sun 30 | September 2018

**NEW VOICES.  
NEW WORK.  
NEW IDEAS.**

Newcastle, Australia  
[thisisnotart.org](http://thisisnotart.org) #tina2018

**This  
is Not  
Art.**

Produced by **OCTAPOD**

**2018 Partnership Prospectus**

27-30 September 2018 | Newcastle, Australia

## 2018 Partnership Packages

Type	Amount ex gst	Available	Benefits
Principal Partner	\$10,000	1/3	Your partnership will be in fine stead alongside longstanding Principal Partners the NSW Government through Create NSW and the University of Newcastle.
Major Partner	\$5,000	3	Be an Ambassador for the arts in Australia.
Festival Partner	\$2,500	3	Demonstrate your commitment to innovation, research and development across arts practices.
Volunteer T-shirt Sponsor	\$500	2	Put your brand front and centre at festival events with your logo on the arm of every TiNA volunteer.
Official TiNA Supporter	\$150 + dedicated punter offer via TiNA website	-	Show your support for the arts in Newcastle. Attract business over the September long weekend. Let local audiences know you are open for business.
Print Partner	In kind or discounted print services	-	Offer in kind or discounted print services
Equipment Partner	In kind or discounted equipment hire	-	Offer in kind or discounted equipment hire

## About This is Not Art

This is Not Art (TiNA) celebrates Newcastle as a first-rate creative city. As one of Australia's leading emerging arts festivals, TiNA provides a national platform for experimental and emerging arts practices. The festival supports artists to take risks, experiment, and extend the boundaries of their art forms and practices.

Produced by Octapod in partnership with three Co-Presenters National Young Writers' Festival (NYWF), Crack X and Critical Animals, the four day festival activates over 10 venues across the Newcastle CBD each year over the Labour Day Weekend. In 2018 festival Co-Presenters will be joined by Special Guest WE DON'T DANCE, a local Newcastle based music and collaborative arts collective.

The festival presents over 150 FREE events ranging from performances, panels, exhibitions, installations, readings, talks, gigs, and special events such as the NYWF Zine Fair and guest programming of Newcastle Art Gallery's Last Fridays event.

## Who will attend?

TiNA audiences are diverse, engaged creative individuals from the broader arts and cultural sectors. Some 2000 audience members experience the festival each year, comprising both Newcastle residents and visitors from major Australian cities and regional centres, who often stay overnight given the four day event duration. There is also a growing New Zealand contingent.

## Become a TiNA Partner

Contact **Christina Robberds** to discuss how you can support new voices, new work and new ideas at This is Not Art 2018.

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