

skyARTS



Regional Partnership Proposal

About Sky Arts

Our four Sky Arts Channels, and our partnerships with Arts organisations offer opportunities for everyone to be enriched by the Arts

Sky Arts is the only stable of television channels in the UK dedicated entirely to the arts, screening 36 hours of content every day across Sky Arts 1HD Sky Arts 2HD, Sky Arts 1 and Sky Arts 2.

The two channels provide viewers with a clear definition between our contemporary and classical programming and they simulcast in HD

Sky Arts 1 HD & Sky Arts 1 - The greats of contemporary culture from classic rock to modern art

Sky Arts 2 HD and Sky Arts 2 - The greats of classical art forms including opera, ballet, and classical music

- *Sky Arts 1 & 2 show more music and performance programmes in a day than the combined output of the terrestrial TV channels across a week.*

Online: skyarts.co.uk showcases the variety of content available on Sky Arts' channels with video clips, programme information and reviews.

And our support of the arts reaches beyond the screen, through partnerships with arts organisations that brings more UK art into the lives of more people across the country...

About Sky Arts Ats...

24 'Sky Arts Ats...' partnerships, putting arts organisations and events on the small screen and online with special behind –the-scenes documentaries

The Opportunity for Arts organisations

- We undertake 24 Sky Arts At partnerships across the year with arts orgs that our editorial team think are of high quality and real interest to our viewers, with a bias towards regional based arts organisations where possible
- Exposure to Sky's subscriber base of 9 million+
- Sky Arts gives its audiences an exclusive look behind the scenes by creating a 10 minute 'Sky Arts At...' documentary through all of our regional partnerships. The narrative of the documentary is determined by Sky Arts editorial team
- The documentaries offer a chance for organisations to show behind the scenes of their exhibition / project / plays etc with interviews, a world usually hidden from public view
- The documentaries give a real insight the artistic process, investigating what goes into making an exhibition / play etc and offers a tantalising taste of what to expect from the finished work.
- The documentaries are broadcast, on average, 10 times during the month across Sky Arts 1 HD or Sky Arts 2 HD and Sky Arts 1 & 2 dependent on editorial priorities.
- Exposure to Sky's subscriber base of 9 million+
- The 'Sky Arts At...' documentaries are also available to view online so whether you subscribe to Sky or not you can still see them. You can take a look by following this link: <http://www.skyarts.co.uk/video/>

As part of the partnership the arts organization also receives...

- End shot of documentary will drive to Sky Arts website www.skyarts.co.uk, which will link to the **arts org/events** own website
- Presence on Sky Arts website – the documentary will be promoted on the programme information page alongside an image gallery and link to the arts org / events own website. We can also include additional written interviews / information about event etc if provided. The documentary can also be featured on the homepage.
- **Competition/offer on Sky Arts offers page** to tickets to event/exhibition being promoted (note: prize must be of substantial value and able to be run during or in the lead up to tx of film). Average monthly traffic of 50k unique visits a month.
- **Artsmail** – headline offer for a month on our weekly e-newsletter distributed to 7k promoting offer and programme
- **Sky internal competition for staff** – possibility of additional offer to go to Sky staff (up to 17k staff)
- **DVD** of programme can be made to be given to arts organisation for agreed usage (i.e. press contacts / launch events with the exception of online usage. If an organisation wishes to show the film online, then this will need to be a link to the video on the Sky Arts website.

Additional (subject to availability)

- **Competition/offer in Sky Mag** – Sky's subscribers magazine, the largest circulating magazine in the UK going to over 9m Sky homes. Dependent on space availability and editorial priorities
- Competition / offer on **My Sky Extras** (online) – loyalty programme for Sky customers dependent on space availability

Example of Organisations we have partnered with in 2009

REGIONAL PARTNERSHIPS



PLEASANCE THEATRE TRUST
Edinburgh Fringe Festival

SCOTTISH BALLET
Glasgow

RANKIN LIVE
London, Manchester & Liverpool

CORK JAZZ FESTIVAL
Cork, Ireland

CHELTENHAM MUSIC FESTIVAL
Cheltenham

OPERA NORTH
Leeds

YORKSHIRE SCULPTURE PARK
Wakefield

NATIONAL THEATRE
London

ART FUND PRIZE
Throughout the UK

GLOBE THEATRE
Touring the UK

RAMBERT DANCE COMPANY
Touring the UK

skyARTS

In July we doubled our media partnerships from 12 to 24 a year. Here are an example of some of our partnerships in 2009.

Sky Arts At – criteria for selection

First and above all there needs to be a strong editorial angle – the Sky Arts team need to feel there is a compelling narrative for a documentary. If that is clear then it is a balance across the following characteristics of arts organizations/events:

1. Regional focus or where arts partner is London based a touring element should form part of the partnership
2. Arts organisation being well established or presenting new/innovative work
3. Ability to film elements of the event at least 4 weeks before the event
4. A balance across the different art genres
5. Marketing / Hospitality / PR opportunities
6. Education activity

Proposal - Arts organisation

To be considered for a Sky Arts At partnership please outline the following,

About

- Description of arts organization and event/production

Filming

- Editorial opportunities
- Confirmation of coordination of two days of filming back to back with guaranteed access to film performances and interviews with key artists and talent of event/ exhibition.
- List of key talent available for interviews and/or any additional footage available to use in the programme
- Guarantee that all rights will be cleared and any union costs covered by arts org/event for filming and use of footage
- Arts org/event to provide any additional footage if needed cleared for use in broadcast on Sky at no cost

To receive marketing benefits outlined in slide 4 we ask you to provide the following.

Marketing

- List of all marketing and press material where Sky Arts logo/mention as media partner can be included (i.e. posters, programmes, website, leaflets, e-newsletters, onsite plasmas) **Please list all materials including deadlines and reach**

PR / Hospitality

- Opportunities for hospitality or creating bespoke events for Sky Arts opinion formers
- Ticket allocation for competitions and entertaining (min 10 pairs)
- Possible PR coverage to be generated from the event involving Sky Arts mentions
- Link to Sky Arts website in prominent position on Arts org/event website along with paragraph about the channel and documentary

Education

- Details of your education programme. Please include opportunities for Sky Arts to tie in, in this area

Employee engagement

Opportunities to engage our 17k staff

Eg. Competition (supported on our internal comms platforms) / workshops / activity

What they say about us...

"The increasingly impressive programming of Sky Arts ought to be giving the terrestrial channels food for thought."

Independent

They are a very, very interesting outfit; they're doing work that the BBC isn't doing! They've got a books show; they're involved in the Gormley - they're sponsoring, they're commissioning, they're covering...the BBC has stepped back from a lot of coverage that they're doing. I think it's very exciting and I'm really very impressed by the seriousness but also the different tone of their coverage. You really feel that this isn't the BBC.

Anne Karpf, Reviewer, BBC Radio 3 – Nightwaves

Anything that helps to spread the word about theatre – and potentially draw new audiences and creators to it – has to be a good thing. And channels like Sky Arts may do something else: they may succeed, too, in drawing new audiences like me to television!

The Stage on Theatre Live!

Contact

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We look forward to hearing from you!