



Culture Club

Membership packages for businesses who believe in the value of arts and culture

absolutelycultured.co.uk

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About Absolutely Cultured

At Absolutely Cultured, we work to strengthen, develop and grow Hull's cultural offer, making Hull an even better place to live, work, visit and learn.

We are dedicated to ensuring that arts, culture and creativity are at the heart of Hull's future ambitions and aspirations because we know that places with a thriving cultural sector are better places for everyone.

We work in three main ways:

1 Creative: Year-round events, exhibitions, installations and performances. In Humber Street Gallery where we are based, spilling out into the city's streets and spaces and into Hull's neighbourhoods.

2 Social Action: Using art and creativity, we work with residents to improve their physical spaces, create events and embed cultural activities which positively impact their community.

3 Learning: We offer learning experiences for people of all ages. From early years creative experimentation sessions, projects with schools, colleges and the university, to a year-long development programme for early-career artists in the city, supporting them to develop skills and experience needed for a career in the arts.



About Culture Club

Culture Club has been developed with members of the business community to offer a way for local businesses to support the growth and sustainability of culture in Hull. Members will contribute to our ambition of a vibrant, thriving and connected cultural ecology that will benefit us all.

As we have ourselves already seen in Hull, places which have vibrant and thriving arts and culture, benefit from clear economic impacts as well as having considerable benefits for our local communities.

Hull faces a number of challenges – some common to places across the country and some unique to us. We believe that arts and culture have a key role to play in revitalising the city's high streets and spaces as well as tackling some of our social issues, supporting social mobility, raising aspirations and increasing opportunity.

Culture Club is for businesses who believe in the value of arts and culture and in the impact it can have. It's for those who recognise it can be so much more in Hull. It's for those who are part of the fabric of the city and want to see it succeed and for our communities to thrive. It is for those who want to shape the future and be a continuing part of the city's story.



Membership Benefits: Humber Street Gallery

A unique venue in the heart of the Fruit Market where we show some of the most exciting art from across the UK and beyond that otherwise wouldn't be seen in Hull. The ground floor features our bustling café bar (which is also the home of the iconic Dead Bod). The roof terrace can be used all year round and has some of the best views of the city. As a Culture Club member you will be offered access to much that the venue can offer.

Networking (Gold & Silver)

Quarterly socials at Humber Street Gallery are a great chance to get together with other Culture Club members. They'll offer something a little different with each having its own theme or activity – a member of our team giving you a sneak preview of an upcoming event, a talk from an artist or an opportunity to do something creative yourself.

Launch events and guided tours (Gold & Silver)

Culture Club members will receive invitations to exhibition and event launches at Humber Street Gallery and a chance to see the work before anyone else. We'll happily arrange a guided tour of exhibitions for your staff.

Gallery access during Humber Street Sesh (Gold & Silver)

One of the biggest events in the city that everyone loves. Culture Club members get five lanyards providing access to the gallery facilities, it's two bars and our unrivalled rooftop terrace – a perfect opportunity to take a breather, get away from the crowds and avoid the queues elsewhere.

Space hire (Gold)

Our unique gallery spaces provide the perfect location for a private function or reception and as new exhibitions are installed throughout the year, it'll never be the same from one event to the next. We offer use of the spaces at no charge to our gold members for up to three events per year (depending on availability).



Membership Benefits: Marketing

Acknowledgement (Gold & Silver)

Culture Club membership isn't about sponsoring a one-off event, it's about investing in the city's cultural offer because you believe it can play a key role in the city's continuing regeneration and future. In recognition of this, all members' logos will appear on a thank you panel alongside iconic Hull artwork, Dead Bod in Humber Street Gallery. You'll also see your logo on our website and get to use the Culture Club member logo for the duration of your membership.

Image library (Gold & Silver)

Access to our large image library of high-quality photography showing Hull at its best and brightest. Whether you're looking for something to bring the city to life in a recruitment pack or to liven up a presentation, we're sure that we'll have something that does the trick.

Showcasing (Gold & Silver)

With input from you, we'll feature an annual story on our social media and website, of each Culture Club member to celebrate your involvement in supporting arts and culture.

Branding (Gold)

We will display your logo on all possible marketing materials. You can also use the gold Culture Club member logo for the duration of your membership.



Membership Benefits: Expertise, Assets and Networks

Volunteering opportunities (Gold & Silver)

We want our partnership to be something your staff can be proud of and part of too. We can offer unique experiences for your team to do something different or use skills they don't get to use on the day job.

Advice (Gold)

Planning your own event and need to pick someone's brains? Our team can offer advice and guidance, whether you're looking to close a road or apply for a Temporary Events Notice for a street party, or looking for introductions to artists and creatives, just drop us a line and we'll do our best to help.

Art investment masterclass (Gold)

Art can be a great investment, but how do you know what to buy beyond the things that you like? Our Curator will host a fun, personal masterclass with up to four members of your team to learn about what to look for when trying to spot an emerging talent.

Biannual meeting with our CEO & Artistic Director (Gold)

Hear directly from our Chief Exec & Artistic Director about what we've been up to and what's next. We'll bring along key members of our team so that you can hear about the impact your support is having. It's a chance to tell us what you think - whether it's about an event or exhibition or where you think the cultural sector could up its game in the city.



Membership Packages

We want to make sure our partnership is as beneficial to you as possible.

One of our team will be on hand to help you get value from your Culture Club membership, whether that's accessing your benefits, supporting you on social media or developing things further like finding ways for you to be more involved in projects of ours that interest you most.

Pricing

Silver membership:
£1000 per year + VAT

Gold membership:
£3000 per year + VAT

Multi-year discounts are available at both membership levels.

For more information, please contact Matthew Walton:
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Registered Charity Number: 1162199

