

2023-24

SPONSORSHIP
BROCHURE

FITZWILLIAM
MUSEUM
SOCIETY



ABOUT US

The Fitzwilliam Museum Society (FMS) stands as the **largest art society at the University of Cambridge**. Driven by a collective of passionate students, and operating independently from the Fitzwilliam Museum, our primary objectives revolve around nurturing student interest in the visual arts and advocating for the treasures held within the Fitzwilliam Museum and the other abundant collections spread across Cambridge.



We have created an inclusive and accessible haven for students to immerse themselves in the arts through dynamic discussions and experiences. Throughout the year, we host brilliant events for our members, ranging from lunchtime curators' talks and crafts events to film screenings. Our signature event remains the eagerly anticipated annual Museum late, Love Art After Dark, which attracts an enthusiastic crowd for a memorable evening.

Moreover, we go beyond conventional engagement, aiming to channel art enthusiasm into positive societal change. With prominent speakers like Helena Newman (Chairperson of Sotheby's Europe) and Will Gompertz (Artistic Director of the Barbican), we curate impactful panels and talks.

Currently thriving as a diverse arts community in Cambridge, **we look ahead to forging interdisciplinary partnerships with institutions and individuals within and beyond the city.** Our vision offers students a platform to explore new paths while embracing the arts - a blend of discovery and appreciation that enhances their education.



OUR MEMBERS

Our society is a gathering of art enthusiasts. With diverse representation from various colleges, year groups, and academic disciplines, we foster a vibrant mix of perspectives and talents. Since our establishment, our member community has experienced continuous growth. In the past year alone, we welcomed 454 new members to our fold. As FMS continues to grow and expand, we warmly embrace newcomers to join our ranks.

OUR EVENTS

Each year, FMS hosts a diverse range of speakers as part of our commitment to exploring art as an integral part of both our history and reality, and a key vehicle through which to encourage critical thought, freedom of imagination and expression, and the expansion of cultural perspectives.

TALKS: FROM THE MUSEUM TO THE ART WORLD

Our talk events focus on the extensive collections of the Fitzwilliam Museum, encompassing subjects ranging from the Japanese Print collection, the Korean Arts, to the Ancient Sudan Gallery. **We also collaborate with renowned university societies**, such as Cambridge University Women in Business Society (CAMWIB) and Medwards Literature Society, to attract a wider audience and bridge different perspectives. **We further strive to engage with the art world and career paths within it**, most notably through such prestigious speakers as Will Gompertz and Helena Newman.



CRAFTS: FROM CREATIVITY TO SOCIAL REALITY

Our craft events offer FMS society members fun and interactive platforms to socialise while delving into important themes of social responsibility. From exploring pottery's magic in "Sip and Sculpt" to unleashing creativity in "Defaced Exhibitions," we also tackle pressing issues like abortion, cost of living, and climate change. By fusing art with thought-provoking concepts, we foster spaces where creativity and social reality combine, sparking conversations and forging lasting connections beyond the creative process.

LOVE ART AFTER DARK (LAAD)

LAAD, an annual museum lates co-hosted with The Fitzwilliam Museum, epitomises the zenith of our calendar. Each year, we welcome **over 1,000 students and local visitors**, offering unparalleled exposure for our society, the museum, and our sponsors. With a theme closely tied to the museum's latest exhibition, the event features curator-led tours, talks, student art exhibitions, crafts, live music, poetry readings, and more. With LAAD, we provide an inclusive platform to nurture burgeoning student artistic talents while infusing life into Cambridge's creative scene.



FUTURE PLANS: INSPIRE, ENRICH, EMPOWER

We would like to expand our focus to make our programme more interdisciplinary, with an emphasis on set design and the interactions between art, music and theatre. Through such a broad selection of events we can appeal to many different facets of our membership, enriching their knowledge of art and culture while simultaneously providing inspiration as to how to take such passion for the arts into a vocational context.

Sponsoring FMS offers a smart way for your brand to gain visibility and connect with our accomplished audiences. A group of passionate art lovers from diverse academic backgrounds converge at FMS, the premier student arts society of Cambridge. Driven by curiosity and talent, our members are not just academically gifted; they are also collaborative, innovative team players who continue to challenge norms.

By sponsoring us, your company will tap into their entrepreneurial ideas, engaging with them directly at our events and expanding your network within Cambridge's lively arts community. **By joining us and recognizing our ethos, you will affirm our shared dedication to the transformative power of arts, diversity, and community.**



WHY SPONSOR US

OUR IMPACT

- Impressive membership growth of **454** in the year of 2022-2023 alone.
- High average attendance of **30+** attendees per event.
- Diverse audience from various ethnicities, subjects, and backgrounds.

WHAT WE OFFER

- Strong global partnerships with institutions and student organisations.
- Close ties to Fitzwilliam Museum as an independent student body.
- Powerful social media presence: **1900+** followers on Instagram, **3700+** on Facebook, total account reach of **11K+** across all platforms from June to August 2023 alone.

USE OF PROCEEDS

- **Funding for LAAD 2024**, the annual museum lates co-hosted with The Fitzwilliam Museum, covering for museum late operation costs, life drawing models, and musicians, dependent on the actual events taking place.
- **Prizes for themed Arts Competitions**, e.g. Art Writing, Video art, etc.
- **Funding for a Society Magazine**, which we plan to introduce in the incoming year, covering for printing and distribution costs.
- **Enhancing membership welfare**, to enable membership and charged events at reduced price, empowering widened access.

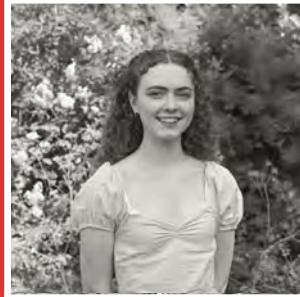
BENEFITS / BUNDLES	BRONZE (£600+ PER ANNUM)	SILVER (£1000+ PER ANNUM)	GOLD (£2000+ PER ANNUM)
FIRM VISIBILITY	Firm logo on FMS social media and website, newsletter, and the annual event LAAD	Firm logo on FMS social media, website, newsletter, and the annual event LAAD	Firm logo on FMS social media, website, newsletter, with special thanks at the annual event LAAD
TALENT ACCESS		Firm recruitment repost on social media and/or newsletter	Firm recruitment repost on social media and/or newsletter
EVENT COLLABORATION			Firm invited to host one event under their name e.g. could make a presentation or speak on a panel

Join us in connecting with an exceptional community, enriching both your brand and Cambridge's esteemed arts landscape. **All packages can be tailored to your needs. You are very welcomed to suggest your own bespoke benefits packages, subject to discussions with FMS.**

OUR COMMITTEE



PRESIDENT
Jin Cheng



**CRAFTS
EVENTS
COORDINATOR**
Lucy Wright



VICE PRESIDENT
Audrey Chan



**PUBLICITY
OFFICER**
Sophia Macadam



SECRETARY
Sofia Margania



**PUBLICITY
OFFICER**
Emma Gaukroger



TREASURER
Jennia Yang



**GRAPHICS/
MEMBERSHIP
OFFICER**
Nadina Solovjova



**TALKS EVENTS
COORDINATOR**
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LinkedIn: <https://uk.linkedin.com/company/fitzwilliam-museum-society>

CONTACT US