

cementa.com.au

# Ce MeN TA 22

## Press and Partnership Kit 2022

Social media:  
@cementafestival  
#cementa #kandos #cementa21



# Festival Highlights



Social Media Followers

Facebook 4,000

Instagram 2,600

Website Visits (per year)

28,000 page views

9,600 visitors

eNews Subscribers

1,300

Artist Run Residencies  
40+ over 2 yrs

Artists Participating  
40+ from across NSW

Festival Attendees  
3000+

Festival Staff and Volunteers  
80+

Income Generation for the Region  
\$340,000+ per festival

“It’s great getting to hang out with other artists, friends, people you normally only get to talk to for five minutes as you do the rounds at an art opening. During Cementa we get the chance to spend time with community, wandering around the town, or hanging around a camp fire... you don’t realise how important that is until you are here” – artist (2015).

# Why Partner



\$100

## Partnership

1 x Social media post highlighting your business to the CEMENTA audience  
Your logo on the CEMENTA website

\$200

## Partnership

2 x Social media posts highlighting your business to the CEMENTA audience (1 x before & 1 x during festival)  
Your logo on the CEMENTA website  
Your logo in the Footer Banner on the CEMENTA eNews

# About Us

Cementa is a unique, regionally situated, socially-engaged, artist-led organisation dedicated to cultivating contemporary art in regional NSW. Our annual program of residencies and special projects culminates in our major production, Cementa Festival. Our biennial festival of contemporary art brings together over 60 regional and urban artists for a four-day celebration of Australian contemporary art and the small town that hosts it. This is done through the exhibition of video, installation, sound, performance and 2D/3D artworks in venues and locations across the town and surrounds. Venues include shopfronts, vacant lots, the scout hall, local museum and community centre, the golf course, front yards and public parks. Taking its regional situation as its focus, Cementa celebrates the rich diversity of voices that can be heard within our contemporary arts communities.

# Contact

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