



RA

Royal Academy of Arts

**Corporate
Membership
Handbook**

Thank you on behalf of the Royal Academy of Arts for your support.

We hope that this handbook will help clarify your benefits and suggest ways in which you can creatively maximise them.

Please refer to your membership contract to see which of the benefits detailed you are entitled to.

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Exclusive Entertaining Hires

Contact: Jessica Bramfitt or Sorcha Peaston

Priority booking for Evening and Morning Hires for all RA exhibitions

You can hold events during the first four weeks of an exhibition opening. You can therefore potentially entertain before your competitors or give your guests the best possible opportunity to buy pieces of work in the annual Summer Exhibition.

Evening Hires with no hire fee (drinks reception or dinner)

Evening events can take place Monday – Friday.

Emily opens the entertaining diary with an e-mail to you roughly six months before each exhibition opens, in order to give all Corporate Members equal opportunity to secure their preferred dates. The only exception is for the Summer Exhibition, where Emily opens the diary a year in advance and operates a ballot system, due to high demand.

During the annual Summer Exhibition you can entertain within the galleries themselves i.e. food and drinks are allowed in the galleries.

For all other exhibitions you can entertain within our beautiful suite of 18th century John Madjeski Fine Rooms and invite your guests to view the exhibition at some point during the event.

For all events in Burlington House, you have the entire building exclusively for your guests.

The hire fee is covered by your membership but additional costs include catering, entertainment, guides, flowers etc. Again, Emily can advise.

Morning Hires with no hire fee (breakfast)

Breakfast events can take place on Tuesdays or Thursdays.

Additional Morning or Evening Hires at Corporate Member's rate (subject to date availability)

Corporate and Premier level Members are able to pay for additional event hires in Burlington House.

Prices are typically £1500+VAT for Morning Hires and £6000+VAT for Evening Hires. Emily can advise on variations.

Evening Hire of the Belle Shenkman Room or Breakfast Hire in the Academicians' Room (The Keeper's House)

Please note that this hire opportunity doesn't include an exhibition private view or Behind-the-Scenes Tour, unless other benefits are utilised for the same event e.g. breakfast in the Academicians' Room combined with an Early Morning Private View.

Exclusive Entertaining Private Views and Tours

Contact: Alice Castle or Katie Giddens

Early Morning Private Views

Early Morning Private Views can take place on Wednesdays

These can sometimes be confused with 'Morning Hires' but they are for 30/40 attendees. These events are less formal than the 'Morning Hires', but remain extremely exclusive as you still have the building to yourselves. If you want, we will arrange to open the Restaurant early for you to provide breakfast for your guests, but you don't have access to the Fine Rooms.

Please note that essential maintenance and conservation works occasionally need to take place during these mornings, but disruptions will be kept to an absolute minimum.



Behind-the-Scenes Tour

These tours allow you exclusive access to the Library and Archive. See the Appendix for further information. These tours can be tailored to your guests' interests so long as the Collections Department is given enough notice.

You can have two simultaneous tours running with up to 12 people in each group.

These can either be held during public opening hours or in conjunction with one of your event hires. Remember that these can be held at any point during the year, even when there is no exhibition on.



From top: Breakfast in the John Madjeski Fine Rooms. Photo: www.red-photographic.com
Royal Academy Archivist Mark Pomeroy.
Photo: Benedict Johnson



Employee and Client Engagement

Contact: Alice Castle or Katie Giddens

RA Editions

RA Editions sells original, contemporary, limited edition prints by Academicians, graduates and associates of the Royal Academy Schools. It offers the opportunity to invest in work by both established and emerging artists and is a unique opportunity to start or build upon a print collection. All proceeds from the sales of these prints will go directly towards the RA Schools' endowment fund allowing it to continue to flourish.

A selection of these prints can be hung in your offices to promote the relationship between our two organisations, and hopefully raise money for the RA Schools.

In exchange for this benefit, you will cover all insurance, transportation and hanging fees as well as hold a private view and reception for up to 20 representatives of fellow Corporate Members.

VIP Fridays

Each Friday the galleries open for VIP guests only from 8.30am (before members of the public are admitted at 10am).

Please email Katie by the previous Wednesday so that we can add up to two names (of senior colleagues/clients) to the guest list.

Exhibition access for all employees and discounted tickets for up to 10 guests

All employees need to do is show their business cards (or another agreed proof of employment) at the Ticket Desk to be given one free ticket and up to 10 discounted tickets for accompanying guests. The discount ranges from 20-30% and is always the same as the student rate. Remember under 16s can visit for free.

We open a Corporate Members Desk during blockbusters/busy periods to ensure your colleagues and guests skip the queues.

Access to the Keeper's House for all employees and their guests

The Keeper's House opened at the end of September 2013, and is now a beautiful venue for artists and art lovers. The entrance can be found to the right of the Burlington House, under Tracey Emin's Neon.

All employees and their accompanying guests have access to the lower ground floor of the Keeper's House which comprises of:

The Keeper's Restaurant: a stunning setting for client lunches or dinner.

The Shenkman Bar: an intimate cocktail bar, perfect for post exhibition drinks.

The Garden: an enclosed wall garden designed by renowned landscaper Tom Stuart-Smith.

Access to the Sir Hugh Casson and the Belle Shenkman Room on the Ground Floor only after 4pm.

For current opening times, please visit royalacademy.org.uk/keepershouse

Employee and Client Engagement *continued*

Contact: Alice Castle or Katie Giddens

Professional Art Talks

Our freelance art historians are available to give talks at your workplace on any current exhibition, or perhaps the RA more generally. See the Appendix for further information.

These can be good to: Encourage staff to come to the RA in a personal or professional capacity.

Brief your event hosts on an exhibition you're entertaining around so they can speak more confidently to their guests about the artwork.

VIP Cards

These cards are multi-use and can be used throughout the year of membership.

They admit two people into the galleries for free. In most cases, they can be shown at the gallery doors themselves, allowing for immediate access. During blockbusters/busier periods, they will need to go to the Corporate Members Desk first. We always advise if this is the case. These are perfect for:

- Giving to a client as a special gift
- Giving to senior staff to divide up amongst departments

Keep them and sign them in and out. That way you'll be able to track uptake and ensure they don't go missing.

Complimentary Tickets

These tickets are for one-off use so we suggest using these as a 'thank you' to clients or perhaps as an alternative if a client can't attend one of your events.



Exclusive Invitations

Contact: Alice Castle or Katie Giddens

Single tickets to the annual Summer Exhibition Buyer's Day

The Buyer's Day happens the day after the Summer Exhibition Preview Party and before the Summer Exhibition opens to the public.

Those who have bought work the previous year are invited, along with Premier level Corporate Members.

These can be incredibly busy but are perfect for clients you know are seriously interested in purchasing works.

Double tickets to each Exhibition Preview Day

Before each exhibition opens to the public, we hold Preview Days for Friends and Premier level Corporate Members. Following the Opening Reception, this is the first opportunity you will have to see any given exhibition.

Typically there are three days for exhibitions taking place in Burlington House.

Each ticket admits two and can be used once.

Single tickets to each Corporate Members Evening and Morning Private View

We hold one morning (8-10am) and evening (6.30-9pm) event per major exhibition.

Each Corporate Member gets an allocation of tickets depending on their level of membership. Mornings are relatively quiet however evenings can be busier, so we'd suggest inviting less senior clients to these events and saving private events for your VIP guests.

Catering: When these events take place in Burlington House the Restaurant is available for pre-booked parties only. During the Summer Exhibition evening event we arrange for a cash bar within the galleries themselves.

Suggestion: For evening events, ask your guests to arrive between 6.45-7pm (to avoid the initial rush) and go straight to the Restaurant for drinks and nibbles, where an art historian will give an introduction to the exhibitions they're about to see. By the time they're finished in the restaurant, the galleries will have thinned out. In terms of the cash bars – we'd be happy to set up a tab and invoice you afterwards. This is an incredibly affordable way of entertaining clients and making the most of a regular benefit you receive.



Double invitations to all major exhibition Opening Receptions

This is the first chance to see every exhibition at the RA.

Depending on the exhibition, fellow guests will include: other senior representatives from Corporate Members, high level philanthropic donors, press, government officials (domestic and international) and key figures from the art world.

Suggestion: definitely for senior colleagues and clients who you know love art.

Invitations to a pilot programme of Corporate Member Events

This benefit is not contractual but we are programming monthly events for our Corporate Members, where you can all network in a creative and enjoyable setting.

Events include life drawing classes, Royal Academician studio visits, tours of corporate art collections etc.

Places are given on a first come first served basis and the level of seniority will be specified on each invitation.

Feedback, ideas, hospitality and sponsorship offers are all greatly received.

From top: Opening Reception.
Photo: www.red-photographic.com
Exhibition Tour with Bill Woodrow RA.
Photo: www.red-photographic.com

Following pages: Private View of
Daumier (1808-79): *Visions of Paris*.
Photo: www.red-photographic.com



Community Investment

Contact: Alice Castle or Katie Giddens

Two half day Creative Workshops

You can donate these workshops to a school or charity partner of your choice. Our Learning Department can then meet your partner to ensure the workshop is as beneficial as possible. All costs are included as part of your membership unless the workshop takes place outside of the M25.

Education Packs

Two Education Packs are sent out with all major exhibitions to schools of your choice.

Each pack contains two exhibition posters and ten teaching aids. They are most suitable for secondary schools.

We send these packs directly to your chosen schools with a covering letter saying they're being sent on behalf of you.



Profile

Contact: Alice Castle or Katie Giddens

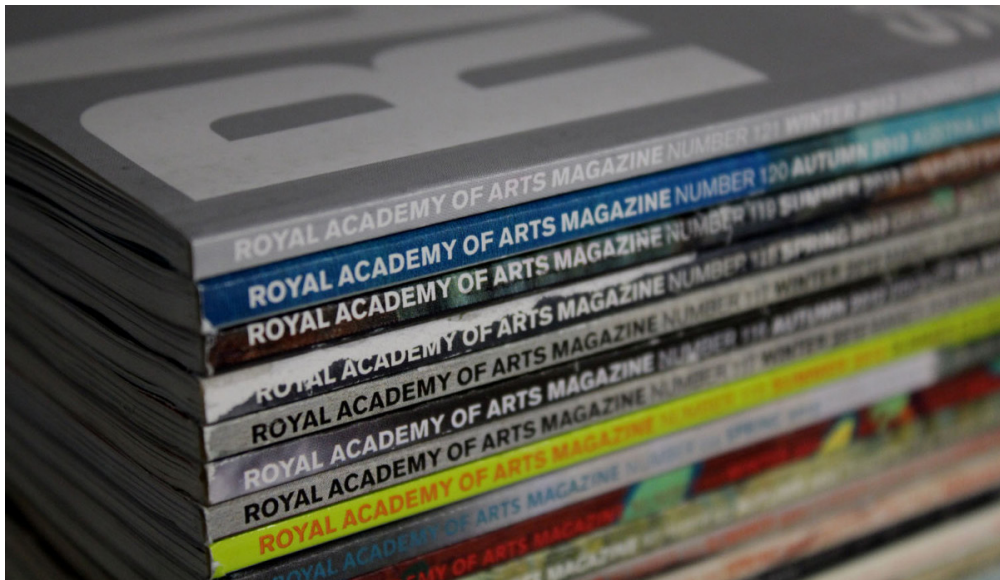
Company listing in all exhibition catalogues and the RA's website for the year

Premier level Corporate Members also have their logos displayed on our website.

20% discount on advertising in the RA Magazine

The magazine is published quarterly by the RA, with a print run of 105,000 copies. It is mailed to the 85,000 Friends as part of their membership.

Opposite, from top: RA Studio Shop.
Photo: www.red-photographic.com;
Below: Photo © Royal Academy of Arts



Resources

Contact: Alice Castle or Katie Giddens



Copies of each exhibition catalogue

A catalogue is published for each major exhibition. Your allocation of catalogues is sent directly to you.

Suggestion: Display in your reception area to showcase your support of the arts to visitors.

Copies of each edition of the RA Magazine

Your allocation of magazines is sent directly to you.

Use of RA image service

We always have images available for use on event invitations or internal marketing materials. Please note that it can take up to 10 days for your artwork to be approved so we will need as much notice as possible.

Regular Corporate Supporters' newsletter keeping you up to date on the RA's activities

Circulate this amongst all staff/internal arts interest group to encourage increased employee participation.

Evaluation report for benefits and take up

Upon request, we can let you know which benefits you have/haven't used and how many employees are accessing the RA through events and general admission.

Please note that VIP Card and Complimentary Ticket usage cannot be tracked, and this is to ensure the bearers have as speedy access as possible to our exhibitions.

Additional Opportunities for Support

Contact: Alice Castle

When you sponsor our exhibitions, learning and event programmes, we can offer you significant brand exposure and open doors to some of the most sought-after networking opportunities in London, from invitations to stakeholder dinners to speaking opportunities at exhibition launch parties.

“BNP Paribas, the bank for a changing world, selected creativity as one of its four core values and as such, was particularly proud to support the exciting and vibrant exhibition at the Royal Academy of Arts - *David Hockney RA: A Bigger Picture*.”

Ludovic de Montille, Chairman,
BNP Paribas Group in the UK

Summer Exhibition 2015. Photo: Darren Gerrish



Appendix

- Freelance art historians' biographies
- Behind-the-Scenes Tour details
- Corporate Membership benefits table

Freelance Art Historians

Please see the following biographies for our freelance art historians. They all charge a flat fee of £175+VAT and can be hired for:

Office talks

Guided tours of exhibitions during private events

Introductions to exhibitions in the Restaurant during Corporate Member Private Views

Entertaining during public opening hours i.e. lunches

Grace Adam MA

Grace Adam is a practicing artist and maintains a studio in East London alongside her work as a lecturer. Having trained initially as a painter, she has an MA in Sculpture and Installation from Chelsea College of Art & Design and was a Fellow at the college for the following year. Grace also holds a PGCE and lectures at the RA, University of the Arts London and Whitechapel Gallery, The Serpentine Gallery, The National Portrait Gallery, Frieze and Tate. Teaching graduates, working at major galleries and museums, and exhibiting her own work means that she has an in-depth knowledge of theory and practice. Grace enjoys being able to share the ideas, concepts and techniques behind exhibitions at the RA with corporate supporters and their guests.

Linda Bolton

Linda Bolton is the author of 12 books on 19th and 20th century artists and art movements including monographs on Manet, Degas, Gauguin and Warhol. At the moment she is writing on van Gogh in a new series intended for a young adult readership. She lectures in art history to the London Programme of Illinois Wesleyan University, and enjoys speaking on a wide range of western art to diverse groups.

Françoise Durrance MA

Françoise Durrance has always been fascinated by the visual arts, and has worked with the wide-ranging programme of exhibitions organised by the RA for many years. It not only stimulates her innate enthusiasm and curiosity in history, literature and cultural trends beyond her own European experience, but also brings her in contact with the widest range of visitors of all ages, experience and breadth of knowledge. With each exhibition, she loves to discover the sub-layers: the pieces to this giant puzzle of fortuitous circumstances that ultimately link generations after generations of artists, whose talent and creative energy we must celebrate.

Graham Greenfield MA

Graham Greenfield has studied both Architecture and Fine Art and worked principally in painting and printmaking alongside mural design, sculpture, glass, ceramics, photography and illustration. Graham has exhibited widely in Britain, Europe, South Africa and the USA and his work is represented at Tate, in the Government Art Collection, regional museums and galleries, and corporate collections such as IBM and De Beers.

Appendix

Freelance Art Historians *continued*

Jonathan Law

Jonathan Law has studied fine art and cultural studies at Birmingham Institute of Art and Design, University of Wolverhampton and the London Consortium. Since 2009 he has worked as a gallery educator at the Royal Academy of Arts.

He is currently in the final stages of a PhD in History and Philosophy of Art at University of Kent, where his project connects cinematic depictions of invisible bodies with philosophies of the senses. At Kent he also teaches and has recently completed a PGCHE, specialising in educational inclusivity and feedback practice.

Behind-the-Scenes Tours

Lead by the Head of Collections at the Royal Academy of Arts, Dr. Maurice Davies, the Collections Manager Alexandra Burnett and Archivist Mark Pomeroy, you and your guests will be guided around the Library and Archive.

The Library

Established in 1768, the Library is the oldest institutional fine arts library in the UK. It holds a comprehensive collection of books and exhibition catalogues on British art, artists and architects, with a particular concentration on the life and work of Members of the Royal Academy and the history of the institution, its exhibitions and collections. The library's Historic Book Collection comprises some 12,000 volumes acquired before 1920, reflecting the early teaching philosophy of the RA Schools. It includes rare volumes of engravings and reproduced masterpieces from classical to post-Renaissance European art and architecture, and original editions of virtually all the early treatises on art, anatomy, perspective, colour theory and connoisseurship.

The Archives

A major resource for the study of British art history. The official papers of the Academy comprise possibly the most significant single manuscript resource on the development of the British school. Subject themes include the Grand Tour, contemporary exhibitions, portraiture, patronage, women's studies and British cultural identity.

Royal Academy Library.
Photo: Benedict Johnson






Russell Westwood
A student working on a sculpture in the School's
Cast Corridor, March 1953
Silver gelatin contact sheet
©The Artist's estate
Photo ©Royal Academy of Arts, London

Corporate Membership Benefits Table

Benefit	Premier	Corporate	Associate
Entertaining <i>Page 2-3</i>			
Priority booking for events during the Summer Exhibition and blockbuster exhibitions	✓		
Behind the scenes tour	1		
Evening hire with exhibition private view	1	1	
Breakfast hire with exhibition private view	1	1	
Additional evening/breakfast hires ⁽⁴⁾	✓	✓	
Early morning private view with a guided tour ⁽⁴⁾	3	2	1
Employee and Client Engagement <i>Page 5-6</i>			
RA Editions or RA Schools loans in the workplace	✓		
Allocation for 2 people to attend each VIP Friday	✓		
Exhibition access for all employees and discounted tickets for up to 10 guests	✓	✓	✓
Professional art talks in your workplace ⁽⁴⁾	✓	✓	✓
Multiuse VIP entry cards that admit two avoiding the queues	20	10	5
One-off complimentary tickets that admit one	100	50	25
Exclusive Invitations <i>Page 8-9</i>			
Invitations to Corporate Events (pilot series)	✓		
Single invitations to the annual Summer Exhibition Buyers' Day	15		
Single invitations to each exhibition preview day	15		
Single invitations to each corporate members private view	60	30	15
Double invitation to each exhibition opening reception	3	2	1
Community Investment <i>Page 12</i>			
Half day workshops for a community partner of your choice	2		
Education packs for a school of your choice	2		
Profile <i>Page 14</i>			
Company listing in all exhibition catalogues and the RA website	✓	✓	✓
Resources <i>Page 15</i>			
Copies of each exhibition catalogue	3	2	1
Subscriptions to the quarterly RA magazine	3	2	1
Use of RA image service including copyright clearance ⁽⁴⁾	✓	✓	✓
Monthly newsletter keeping you up to date on RA activities	✓	✓	✓
An evaluation report for benefits and take up	✓	✓	✓
Annual Fee (excluding VAT)	£32,000	£20,000	£12,000

⁽⁴⁾ Additional costs may be incurred



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The Royal Academy of Arts is a registered charity with Charity Number 1125383 and is also registered as a company limited by guarantee, registered in England and Wales with Company Number 01291535

Cover image: Gary Hume RA
The Swimmer (detail), 2010
Gloss paint on aluminium, 80.5 x 122 cm.