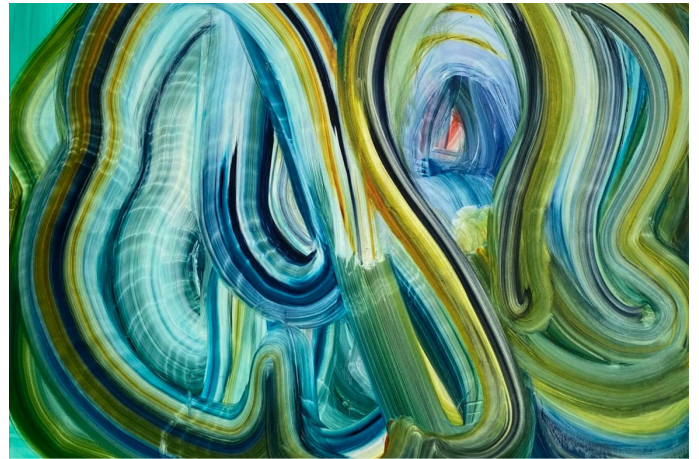


# LEMONADE

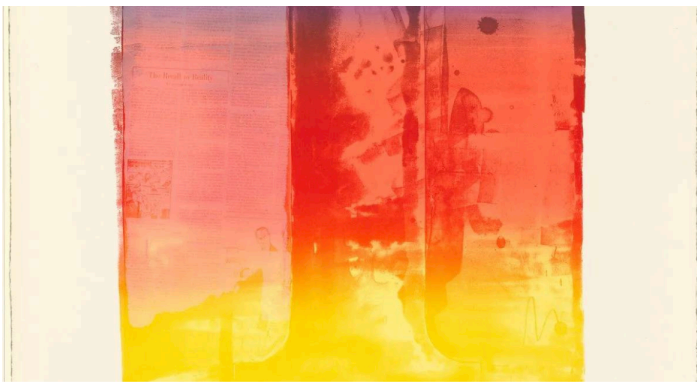
## Letters to Art

### Sponsorship Opportunities



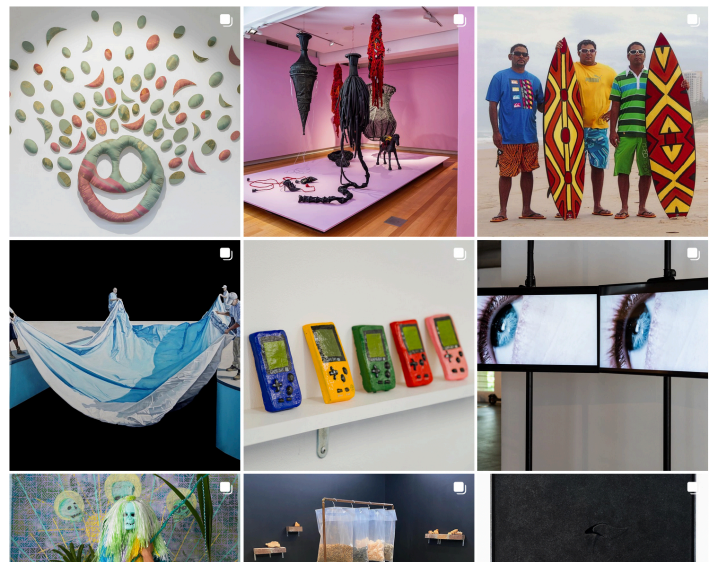
Fran O'Neill: Strides

By Miranda Hine, 12 Apr 2023



Rauschenberg & Johns: Significant Others

By Felix Cehak, 28 Jun 2023



Lemonade is a love letter to Queensland art. Its three united goals are to:

1. Sate a pressing need for critical conversation;
2. Showcase the best of Queensland art to local, national and international readers; and
3. Develop the next generation of arts writers.

# Welcome

Thank you for your interest in Lemonade.

## About

Lemonade is art criticism for the Sunshine state.

Lemonade is inspired by the yellow glaze that filters the Queensland sky. Referencing the effervescent sensation of quenching a summer's thirst, it is a subtle ode to the state's first art critic—Gertrude Langer—and her penchant for describing art as fresh and refreshing.

Lemonade aspires to be accessible, engaging, experimental, concise, humble, exploratory, passionate and jargon-free.

Lemonade is three digital platforms:

- a [website](#): hosting the full archive of reviews;
- an [email list](#): delivering weekly reviews directly to readers' inboxes; and
- an [Instagram](#): sharing review snippets with engaged followers

## Audience

Lemonade reaches 1000+ weekly readers, including:

Occupation: Artists (30%), Culture lovers and Experience seekers (20%), Students (15%), Writers (15%), Teachers (10%) and Artworkers (10%)

Location: South East Queensland (50%), Queensland (15%), Sydney (15%), Melbourne (10%), Australia (5%) and International (5%)

Age Range: 18–24 (10%), 25–44 (65%), 45+ (25%)

## Funders



*Dedicated to a better Brisbane*



Lemonade is proudly supported by Brisbane City Council and Arts Queensland. The Creative Sparks Fund is a partnership between the Queensland Government and Brisbane City Council to support local arts and culture in Brisbane. Lemonade is supported by the Queensland Government through Arts Queensland.

## Partners



# Proposal

## Key Benefits

- Name listed on Lemonade website;  
*5000+ unique annual viewers;*
- Name thanked on dedicated Instagram post;  
*1100+ followers;*
- Name thanked on next weekly email
- *300+ subscribers;*
- Yearly renewal, allowing sponsors to support continuing or new special projects;
- Optional: Name thanked at sponsored events and/or projects, such as launch parties, special commissioned texts, audio/video translations, etc.



**\$1100**  
**ANNUAL**  
**SPONSOR**

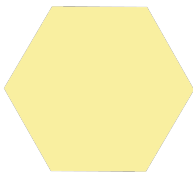
Support Lemonade's growth



**\$550**  
**SPECIAL**  
**REVIEW**  
**SPONSOR**

- Name listed on Lemonade website  
*5000+ unique annual viewers;*
- Name thanked on Insta preview of sponsored review  
*1100+ followers;*
- Name thanked within web and email versions of sponsored review  
*300+ readers and 300+ subscribers.*

Champion Lemonade by covering all essential costs for a weekly review



**\$330**  
**REVIEW**  
**SPONSOR**

- Name listed on Lemonade website  
*5000+ unique annual viewers;*
- Name thanked on Insta preview of sponsored review  
*1100+ followers;*
- Name thanked within web and email versions of sponsored review  
*300+ readers and 300+ subscribers.*

Commission a writer

# Key Creatives



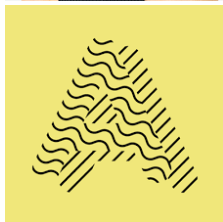
## FOUNDING EDITOR

**Dr Louise R Mayhew** is an Australian Feminist Art Historian based in Recliffe on the lands of the Gubbi Gubbi, Kabi Kabi and Ningy Ningy people. Following a decade in academia, Louise runs a successful art consultancy. Louise is endlessly enthusiastic about art in all its forms.



## EDITORIAL ADVISOR

**Louise Martin-Chew** is a freelance writer living on Quandamooka Country (Redland City) outside Brisbane. She contributes regularly to national art magazines and catalogues and has authored many books, most recently *Margot McKinney: World of Wonder* (2022) and her first biography *Fiona Foley Provocateur: An Art Life* (2021).



## MARKETING ADVISOR

**Elliott Bledsoe** runs Agency, an arts marketing micro-consultancy working nationally and based in Meanjin (Brisbane) on Turrbal, Jagera and Yugarapul Country. Agency supports artists, arts organisations and groups to introduce marketing strategy and optimise their marketing communications efforts—whether IRL, URL or hybrid.



## ACCESS & INCLUSION ADVISOR

**Michelle Vine's** installation art practice is centred on touch; her goal is to create playful and inclusive art experiences informed by her lived experience of chronic illness and neurodivergence. She is the Equity, Diversity, and Inclusion Coordinator at Queensland College of Art where she is a Lecturer in Visual Art, and a Director on the NAVA Board.



## REGIONAL AMBASSADOR

**Madeline Brewer** is a program and exhibition producer living on Quandamooka Country. She is Program Team Lead at Flying Arts and supports grassroots creative practices across Queensland, with her interests focussed on regional contemporary arts engagement.



## REGIONAL AMBASSADOR

**Terry Deen** is the Head of Learning at the Queensland Art Gallery | Gallery of Modern Art. QAGOMA Learning launched in October 2015, with a view towards opening a Learning Centre based at the Queensland Art Gallery. Terry's work in arts learning is informed by ten years' experience as a secondary art and design teacher.

# Testimonials

Lemonade **promises to deliver a new standard of swift, compelling, critical and accessible art writing**, both for the local artworld and interested art lovers from here and afar.

—**Tamsin Cull, Head of Public Engagement, Queensland Art Gallery | Gallery of Modern Art**

Lemonade is poised to **illuminate Queensland's impressive art scene and revitalise the state's arts criticism**. Dr Louise R Mayhew is a recognised member of AICA, she demonstrated sustained activity in arts criticism through her contemporary art writing, academic roles teaching art history and in successfully managing her private arts consultancy.

—**Damian Smith, Secretary, International Association of Art Critics, Australia**

MoB believes that arts criticism is essential to a healthy and growing arts ecology. **We envisage strong artistic, cultural and economic flow-on benefits.**

—**Renai Grace, Director and CEO, Museum of Brisbane**

**Moreton Bay Regional Council's galleries have been delighted to work with Dr Louise Mayhew** over the past 12 months, drawing on her enthusiasm for contemporary art, her ease with communicating with new and diverse audiences, and her exquisite writing. **Lemonade is a thoughtful and innovative contribution to Queensland's arts and cultural landscape.** With Louise's grasp of art history, her coterie of mentees, and her connections across the local and national art scenes, she is ideally placed to be the editorial voice and project lead for this initiative.

—**Leanne Kelly, Galleries Coordinator, Moreton Bay Regional Council**

We are a group of emerging art writers and peers. We support this initiative and the project's ability to **position Queensland as parallel to other state's visual arts sectors.**

—**Madeline Brewer, Bree Di Mattina, Claire Grant, Taylor Hall, Miranda Hine, Zali Matthews, Dr Emmi Nevalainen, Alice Rezende, Dr Helen Rydstrand, Pamela See, Angela Timbs, Members and Friends of Art+Writing, an emerging art writers' forum**

# Contact

Contact Louise to discuss any and all sponsorship opportunities. I look forward to hearing from you.

## **Dr Louise R Mayhew**

Founding Editor

0422 497 166

[LouiseRMayhew@gmail.com](mailto:LouiseRMayhew@gmail.com)

[@LouiseRMayhew](https://www.instagram.com/LouiseRMayhew)

## **Lemonade: Letters to Art**

[lemonadeletters.com.au](http://lemonadeletters.com.au)

[Editor@LemonadeLetters.com.au](mailto:Editor@LemonadeLetters.com.au)

[@Lemonade letters to art](https://www.instagram.com/Lemonade_letters_to_art)