



Australian Fibre Art Award 2025



Sponsorship
opportunities
from \$150,
with copy of the
AFAA 2025 book
included.

Winner AFAA 2023:
"Depression"
Catherine O'Leary

australianfibreartaward.com.au

Ap ARTWEAR
PUBLICATIONS



Embroiderers' Guild
NSW Inc.



Australian Fibre Art Award

The Australian Fibre Art Award (AFAA) is a juried non-acquisitive award of \$2000, run biennially, and which is envisaged to become a nationally important award. The inaugural award was in 2021.

Fibre artists from across Australia are invited to enter.

The artworks chosen as finalists will be exhibited in a widely-advertised exhibition, hosted by the Embroiderers' Guild NSW Inc. (EGNSW) at Gallery76, 76 Queen Street, Concord West, NSW from 29th August to 22nd September 2025 (official opening 30th August).

Prizes:

\$2000 - Australian Fibre Art Award (sponsored by ArtWear Publications)

\$500 - Judges' Highly Commended (sponsorship invited)

\$100 - Viewers' Choice (sponsorship invited)

Photos of the finalists' works (an overall and a close-up view), how they created their works, a short bio and an artist statement about the piece by each artist will form part of a limited-edition book, available during and after the exhibition. The book aims to showcase Australia's talented fibre artists and inspire others. We anticipate the resulting book will be kept as a valued source book and each copy read by many.

The book will also include advertisements from and information about our sponsors.

We invite you join this unique opportunity to access your target audience and consider one of our sponsorship bundles at a level which suits (starting at \$150). A summary comparing the bundles is included over the page, followed on the next page by more detail regarding each bundle. All sponsors will receive a copy of the finished book, RRP \$45.95, as part of their sponsorship.

If you would like to take up this offer, or have any questions, please contact Lynda Worthington via lynda@artwearpublications.com.au or 03 9888 1853.

We are very excited to be able to bring you this opportunity!

www.australianfibreartaward.com.au
www.facebook.com/AustralianFibreArtAward



Embroiderers' Guild
NSW Inc.



Australian Fibre Art Award

Sponsorship bundles - summary

	Bundle #1	Bundle #1A	Bundle #2	Bundle #3	Bundle #4
Size of advertisement in the book	Full page	Full page	Half page	Quarter page	Eighth page
Name on \$500 prize*	Yes	-	-	-	-
Name on \$100 Viewers' Choice prize*	-	Yes	-	-	-
Half page of written info on your business in the book	Yes	Yes	-	-	-
Ticket to Opening of Exhibition	2	1	1	-	-
Logo on AFAA webpage	Yes	Yes	Yes	-	-
Link on AFAA webpage	Yes	Yes	Yes	Yes	-
Name on AFAA webpage	Yes	Yes	Yes	Yes	Yes
Logo in blog post	Yes	Yes	Yes	-	-
Link in blog post	Yes	Yes	Yes	Yes	-
Name in blog post	Yes	Yes	Yes	Yes	Yes
Your ad on the AFAA Facebook page	Yes	Yes	Yes	Yes	Yes
Copy of the book (RRP \$45.95)	Yes	Yes	Yes	Yes	Yes
\$ (incl GST)	1150	750	575	295	150

* if more than one wish to take up these options, further prize categories will be arranged

Sponsorship must be paid in full prior to advertising being implemented.



Australian Fibre Art Award

Sponsorship Bundles

Bundle 1 - \$1150

- Your name/business name as sponsor of a \$500 prize.
- Full page advertisement in the book, plus a half page of written information about you and your business.
- Two tickets to Opening of the AFAA Exhibition.
- Your logo, name and a link to your online presence on the AFAA website page.
- Your logo, name and a link to your online presence in at least one blog post.
- Your ad in an album on the AFAA Facebook page.
- A copy of the AFAA 2025 book, RRP \$45.95.

Bundle 1A - \$750

- Your name/business name as sponsor of a \$100 prize.
- Full page advertisement in the book, plus a half page of written information about you and your business.
- One ticket to Opening of the AFAA Exhibition.
- Your logo, name and a link to your online presence on the AFAA website page.
- Your logo, name and a link to your online presence in at least one blog post.
- Your ad in an album on the AFAA Facebook page.
- A copy of the AFAA 2025 book, RRP \$45.95.

Bundle 2 - \$575

- Half page advertisement in the book.
- One ticket to Opening of the AFAA Exhibition.
- Your logo, name and a link to your online presence on the AFAA website page.
- Your logo, name and a link to your online presence in at least one blog post.
- Your ad in an album on the AFAA Facebook page.
- A copy of the AFAA 2025 book, RRP \$45.95.

Bundle 3 - \$295

- Quarter page advertisement in the book.
- Your name and a link to your online presence on the AFAA website page.
- Your name and a link to your online presence in at least one blog post.
- Your ad in an album on the AFAA Facebook page.
- A copy of the AFAA 2025 book, RRP \$45.95.

Bundle 4 - \$150

- Eighth page advertisement in the book.
- Your name on the AFAA website page.
- Your name in at least one blog post.
- Your ad in an album on the AFAA Facebook page.
- A copy of the AFAA 2025 book, RRP \$45.95.

The size of the book is 21cm x 21cm square. All ads are at 300dpi and CMYK. Help is available regarding creating your ad should you need it.

Full page ad size: 210mm square, plus add 5mm bleed all edges, important information to be within 190mm square in centre

Half page ad size: 190mm wide by 92.5mm high

Quarter page ad size: 92.5mm square

Eighth page ad size: 92.5mm wide by 43.75mm high

www.australianfibreartaward.com.au

www.facebook.com/AustralianFibreArtAward



Embroiderers' Guild
NSW Inc.