

# Working with Art Fund

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# Agenda

- Who we are
- Promote your venue

Partner with Art Fund and join  
900+ museums across the UK  
reaching a new audience

- Join the National Art  
Pass Network
- Q&A



# Who we are

For **120 years**, we've been helping museums and people to share in great art and culture – because we believe that access to art is vital for a healthy society.

**We do three things, all intertwined.**

We fund art, helping the UK's museums to enrich their collections for today and forever.

We build audiences, with our National Art Pass opening doors to great culture.

And we amplify the museum sector, through our Museum of the Year award and creative events that bring the UK's museums together.

**Art Fund is the charity that connects museums, people and art**

# Who we are

We have **135,000** members across the UK, and a much wider marketing reach

We give up to **£5 million** in funding across various programmes each year

We work with **over 900** museums, galleries and historic houses across the UK

Over **4 million** people visit our website each year to find their next cultural experience

Beyond the funding and other support that we offer museums, we work hard to advocate for their importance in society – from commissioning research to lobbying government on issues that matter to the sector.

Art Fund is the charity that connects museums, people and art

# Promote your venue

We have **135,000** members across the UK, including over 15,000 students and a growing community of over 6,000 teachers.

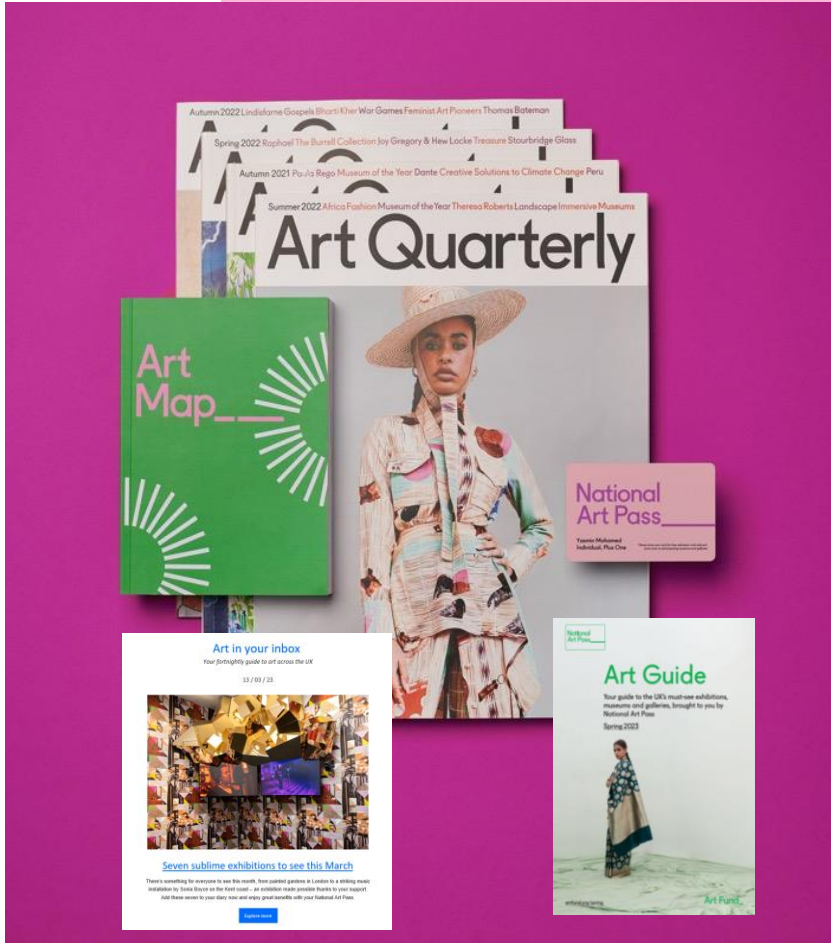
**280,000** subscribers receive our bi-weekly newsletter, Art in your Inbox – only 65,000 are current members, so the overall marketing reach is much broader than just our membership base.

Each member receives an Art Map, which includes full-, half- and quarter-page listings for **over 700** of our partner museums.

Our magazine, Art Quarterly, goes out to **all 135'000** members four times a year, and is now also available digitally.

The Art Guide, our seasonal and regional listings guide, is displayed at the front desk of **over 700** partner museums across the UK.

We also regularly feature partner museums on social media.



# Join the National Art Pass network

## Free marketing

Once your venue page is set up, you can start adding event and exhibition listings, reaching the 4 million culture and heritage lovers who visit our website each year. You also benefit from a range of print and digital marketing support throughout the year.

## Professional Art Pass

Your staff will all become eligible for a Professional Art Pass – this comes with all the same benefits as a National Art Pass for only £35.

## Sign up – it's completely free to join

All that we ask is that you offer a benefit to our members when they visit. This could be free or discounted admission or 50% off exhibitions if you charge, or a shop or café discount if you don't.

# Timelines

Webinar 1  
3 March 2025

Application Deadline 1  
30 March 2025

Venue page set up by  
1 June 2025

Webinar 2  
3 June 2025

Application Deadline 2  
30 June 2025

Venue page set up by  
1 September 2025

# Any questions?

[artfund.org/professional](https://artfund.org/professional)