

Marketing partnership with Art Fund

National Art Pass network: Memorandum of Understanding – 2024/2025

Thank you for offering our members a benefit when visiting with their National Art Pass in 2024/2025. We are delighted you are part of our National Art Pass network, an informal network of over 900 museums, galleries, historic houses and other cultural venues.

When you partner with us, you become part of a community working towards a shared vision – to help museums and galleries do more. This document sets out how we will work together.

There are lots of ways we can work together to create extraordinary experiences for your visitors

In summary, as a partner in the National Art Pass network we will offer you:

- Your own page on artfund.org

When you join the network, you'll get your own venue page on our website, with unlimited exhibition and event uploads via My Art Fund.

- Marketing support and brand exposure

We regularly select museums, exhibitions, and events from across our network to feature in our print and digital marketing channels.

All network partners will be featured in the next print run of the Art Map, and new members will receive a mention in the next Art Quarterly magazine and will feature in an upcoming Art in your Inbox newsletter.

- An all-access login to our self-service portal, My Art Fund

You can nominate as many staff members as you like to be granted access to My Art Fund on behalf of your organisation, allowing them to upload and manage events and exhibitions, order marketing materials, request changes to your contact or venue details, or apply for funding.

- Access to free tools and resources

As part of the network, you can also make use of a range of services designed to support your museum, including Art Tickets, our free online ticketing system. We can set you up with a trial account at any time, but will ask you to sign a separate, formal agreement before you start using it to make bookings or sales.

- Professional Art Pass

All employees within your organisation will qualify for a Professional Art Pass, which gives access to all the same benefits as our National Art Pass, for a significantly reduced price. More details can be found on our website: <https://www.artfund.org/professional/professional-art-pass>

What we ask from you:

- National Art Pass benefit

To get the most from our partnership, we ask that you reference the agreed National Art Pass benefit in all relevant onsite and online channels.

The number one thing you can do as a partner venue in the National Art Pass network is to make it clear that you welcome Art Fund members. The second most important thing is to clearly explain what a visitor with a National Art Pass is entitled to, for example free entry or half price exhibitions.

Creating a positive, consistent experience for our members will bring about more exposure for you and more visitors – which means more opportunities to create even better experiences.

- Help us spread the word

We also kindly ask that you link back to artfund.org from your website. Acknowledging Art Fund and the National Art Pass consistently in a variety of places will not only help visitors, it will also strengthen our community by making our collaboration more visible.

- Keep in touch

Sign up to our monthly newsletter for museum professionals, Museum Bulletin, to be the first to hear about our funding opportunities, latest research and marketing support for organisations in the National Art Pass network.

- Keep us informed

Your venue details and the National Art Pass benefit you offer will be listed in our Art Map, which is an annual print publication. Please remember to keep us informed of any changes to your opening hours or admissions policies so we can amend these on our Art Fund page.

We would also encourage you to list all upcoming events and exhibitions on your Art Fund page so our members can keep an eye out for what is coming up in your venue.

If anything changes...

If you need to withdraw from membership of the National Art Pass network, we ask that you let us know in writing to museums@artfund.org by the 1st of August of the respective calendar year, so we can remove your details from the Art Map for the following year.

Changes outside of this time are only possible in the case of permanent closure of your museum or venue, as the Art Map is published in January for the whole year, and we need to make sure that what we are offering to our members is clear and consistent, so they know exactly what to expect when they visit you.

Please note the previous paragraph does not apply to grant partners, whose relationship with Art Fund is governed by separate Terms and Conditions. If you are unsure what your partnership level is, or of the terms for your particular grants, please get in touch.

Our Team

Museum Services: museums@artfund.org

Email our dedicated inbox for any support with managing your professional account on My Art Fund, your venue page on artfund.org, or anything else we can help you with – but please be aware that we cover all aspects of museum marketing, Art Tickets support and many other general enquiries from over 900 museums, so it may take us a few days to get back to you.

National Art Pass network assistant: Faye Macaree: museums@artfund.org

National Art Pass network manager: Jennie Jiricny: jjiricny@artfund.org

Thank you for being part of our National Art Pass network.

I confirm that I have read and understood the above Memorandum of Understanding:

Your name:

Your role:

Museum or organisation:

Date: