

Nuart Aberdeen is a street art festival that brings talented artists from around the world to create stunning murals and installations in the city.

Nuart Aberdeen 2026 will run **23-26 April 2026** with the theme 'Poetry is in the Streets'. Running in Aberdeen since 2017, the 2026 festival will be mining the rich seam of text and poetry-based art in a **world's first for a street art festival**.

The return of the hugely-popular festival in the spring will still see a mix of large-scale murals and more intimate works appearing on walls and spaces across the city, all with text or poetry at their heart.

## WHY SPONSOR NUART ABERDEEN

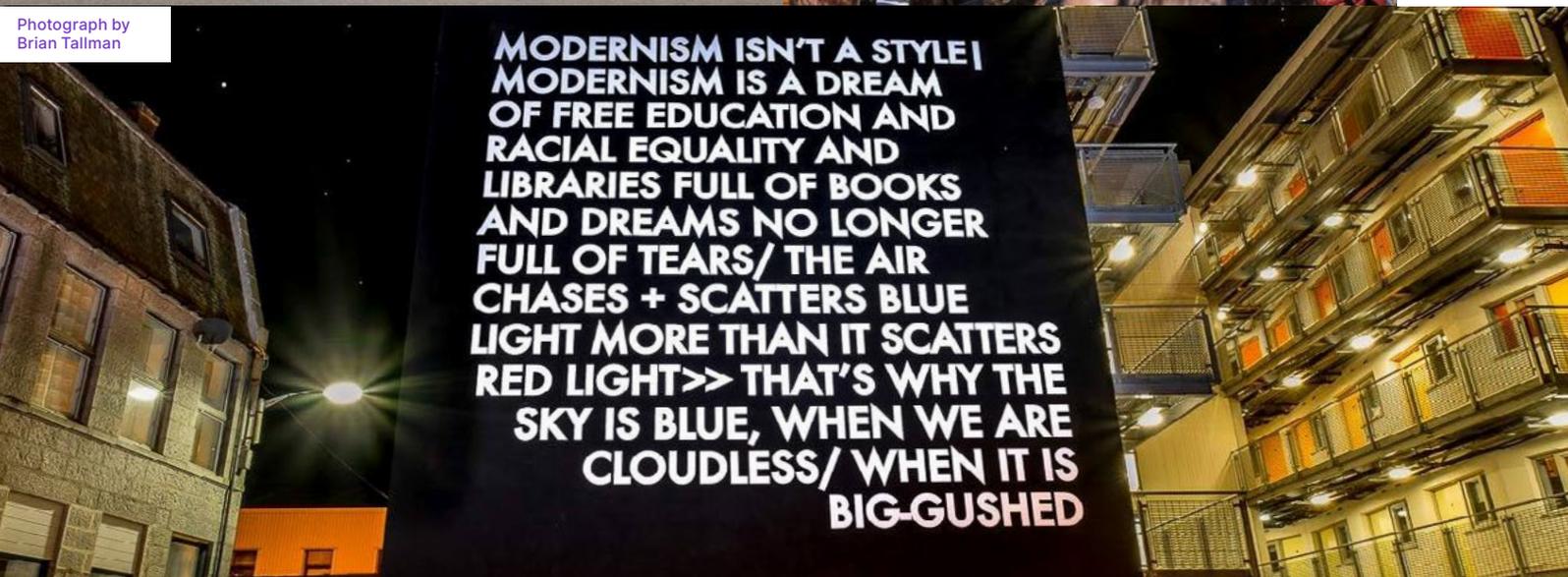
- A globally acclaimed street art festival that brings top street artists to Aberdeen to transform the city with stunning murals and installations, creating a lasting cultural legacy.
- Thanks to the ongoing work of Nuart Aberdeen, Aberdeen was named as one of the top 6 destinations in the world for street art by Financial Times.
- Multi-day program combining street art productions along with an urban art conference, talks, tours, events and community activations.
- Significant city-centre footfall uplift, PR reach, and staff/community engagement opportunities.
- Flexible benefits for brand awareness, hospitality and CSR objectives.



Photograph by Clarke Joss



Photograph by Connor Gault



**MODERNISM ISN'T A STYLE |  
MODERNISM IS A DREAM  
OF FREE EDUCATION AND  
RACIAL EQUALITY AND  
LIBRARIES FULL OF BOOKS  
AND DREAMS NO LONGER  
FULL OF TEARS/ THE AIR  
CHASES + SCATTERS BLUE  
LIGHT MORE THAN IT SCATTERS  
RED LIGHT>> THAT'S WHY THE  
SKY IS BLUE, WHEN WE ARE  
CLOUDLESS/ WHEN IT IS  
BIG-GUSHED**

Photograph by Brian Tallman

# Sponsorship Packages

## PRESENTING PARTNERS **£8,500 + VAT**

1 package available

### Benefits:

- Presenting Partner: "Nuart Aberdeen 2026 presented by [Brand]" across all materials
- Prominent branding at all festival touchpoints (printed map, online map and signage)
- Logo featured on all maps and Aberdeen Inspired and Nuart Aberdeen websites
- Media and PR inclusion with quotes and photocalls
- Inclusion of logo in advertising campaign

### VIP Access:

- 20 passes for opening/preview events
- 1x private guided tour for up to 30 guests
- Use of selected images and content for corporate communications \*photographer credit to be included

## PROGRAMME SPONSOR PACKAGES

**£5,000 + VAT** EACH

### NUART PLUS CONFERENCE SPONSOR **£5,000 + VAT**

2 available

- 1st Event: Venue to be confirmed – 1 day Conference (Friday 24th April)
- 2nd Event: Cowdray Hall – 1 day Conference (Saturday 25th April)
- Branding across stage – sponsor can provide pop-up banners and logo to be included on holding slide
- Logo featured on online programme
- Inclusion of logo in wrap up video to be produced by a professional videographer
- Opportunity for short speech during the festival
- Reserved seats for up to 10 guests attending the conference

## TOURS SPONSOR **£5,000 + VAT**

1 available

- Naming on all guided tour collateral (map, digital, booking pages)
- Branded signage for tour starting point during launch weekend – sponsor can provide feather flag
- Logo featured on all maps and Aberdeen Inspired and Nuart Aberdeen websites
- Inclusion of logo in wrap up video to be produced by a professional videographer
- Complimentary private tour for corporate group during opening weekend (up to 30 people)

## VOLUNTEER SPONSOR **£5,000 + VAT**

1 available

- Logo on all volunteer collateral and communications including Volunteer Handbook
- Provide branded lanyards for Volunteers (optional)
- Provide thank you gift/souvenir for Volunteers (optional)
- Inclusion of logo in wrap up video to be produced by local videographer
- Opportunity to attend and speak at volunteer briefing session.

## EDUCATION & COMMUNITY SPONSOR **£5,000 + VAT**

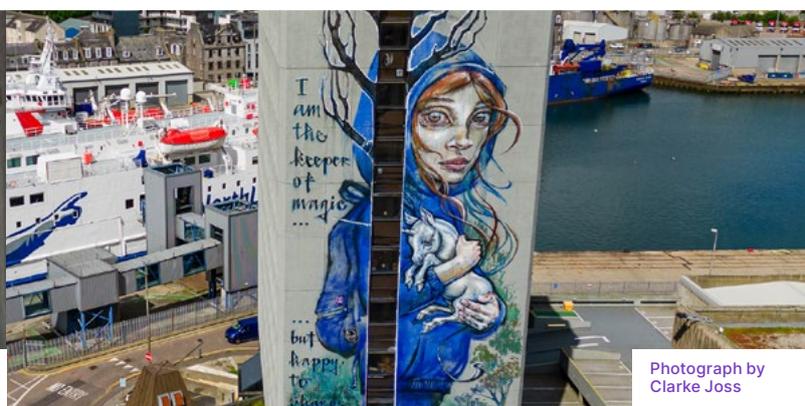
Multiple packages available

- Logo on digital education packs and include a sponsor welcome which will be distributed across all schools in Aberdeen City in late January 2026
- Logo feature on Aberdeen Inspired and Nuart Aberdeen websites
- Opportunity for company to supply art materials or contribute to an activity
- Inclusion of logo in wrap up video to be produced by a professional videographer

If you are interested in sponsorship and would like further information of the benefits available within each package, please contact [leanne.sinclair@mearns-gill.com](mailto:leanne.sinclair@mearns-gill.com)



Photograph by Brian Tallman



Photograph by Clarke Joss