



PBEAT 2025

Saturday 22 March to Sunday 27 April 2025

#harmony in nature

Pearl Beach Arboretum
Ephemeral Art Trail 2025

**PROJECT OUTLINE
& SPONSORSHIP OPPORTUNITIES**

FACTS AT A GLANCE

The Pearl Beach Arboretum Ephemeral Art Trail (PBEAT) will run in Autumn from Saturday 22 March until Sunday 27 April 2025.

PBEAT creates inspiring temporary public art in a beautiful bushland setting. The installations must promote nature conservation, support community identity and increase the cultural vibrancy on the NSW Central Coast. Community groups and artists will be invited to enter ideas in all art forms inspired by the local environment of Pearl Beach and the Central Coast. Preference is given to proposals that use natural Australian plant materials.

PBEAT2025 will be open to the Public for free during daylight hours. There will be at least 30 artworks on display and the ability to vote for the People's Choice Award. On five weekends the Arboretum Cottage will feature music, dance and workshops.

A special part of PBEAT2025 will be an 'Artist in Residence' funded by Central Coast Council through their 'Creative Art Central Program.

PBEAT2025 PROGRAM

Schools program launched	July 2024
Artist EOIs called	August 2024 (artists, teams, community groups)
Artists Notified	November 2024
Artist in Residence Program	Saturday 15 March to Sunday 30 March 2025
Installation Week	Saturday 15 March to Friday 21 March 2025
Workshops	Saturdays from 22 March 2025
Harmony Day Celebration	Saturday 22 March 2025
Opening & Main Prize Giving	Saturday 29 March 2025 2.30pm
Opera in the Arboretum	Saturday 12 April 2025
People's Choice Award Event	Easter Saturday 19 April 2025

PBEAT2025 PROPOSED ARTIST PRIZES

First Prize (Artist or Group over 16)	\$3,000
Highly Commended (over 16)	\$1,500
First Prize (Artist or Group under 16)	\$1,000
Highly Commended (under 16)	\$500
School Prizes	\$500 (Y1-Y6) \$500 (Y7 – Y10)
Community Group Entries	Assistance with materials and installation















PBEAT2025 ARTIST IN RESIDENCY (Funded by Central Coast Council)

Award for Artwork (Artist's Fee)	\$5,000 (+ 2 weeks accommodation in Pearl Beach)
Emerging Local Artist Fee	\$2,500 (working alongside main Artist in Residence)

BENEFITS OF SPONSORSHIP

All sponsors are recognised in publicity before, during and after the event itself. Maximised sponsor exposure is dependent on sponsorship being confirmed with sufficient time to meet print and media deadlines. We are happy to work in partnership with you to develop a tailor-made package that best suits your specific business needs. Gain premium exposure at both the PBEAT in the Arboretum and in the local community.

A Special Sponsorship Package can be negotiated for the proposed Artist in Residence Program (subject to Creative Art Central Funding from Central Coast Council). For example a holiday letting agent may fund or discount the 2 week artist residency accommodation.

	GOLD \$8,000 +	SILVER \$4,000 +	BRONZE \$1,000 +	COMMUNITY \$200 +
Complementary 1/2 page for advertising in the Program for Opera in the Arboretum.				
Logo on PBEAT print, website and social media material to show support.				
Social media / media release mentions.	5	2	1	1
Tailored social media with a unique message.				
Complimentary event parking and seating reserved for PBEAT2025 Opening and Prize Giving events.	1 CAR SPACE 4 SEATS	1 CAR SPACE 2 SEATS	2 SEATS	2 SEATS
Complimentary event TICKETS, parking and seating reserved for Opera in the Arboretum 2025.	1 CAR SPACE 4 SEATS	1 CAR SPACE 2 SEATS		
Acknowledgement during PBEAT2025 opening and prize giving events.				
Free use of the Arboretum Cottage for a 3 hour event including guided tour.				



Space Whale Art and Nature Therapy Community Group with their installation "Nest" in PBEAT 2023.



Smoking Ceremony at the Opening of PBEAT2023 with Tim Selwyn of Girri Girra Tours and Liesl Tesch MP.



"Where Seed was Born" by Kasia Niedzielak. First Prize PBEAT2023 (\$3,000). Mixed felted materials.



"The Elephant in the Room" by Andrew Alter. People's Choice Award PBEAT2023 (\$1,000). Mostly natural materials.



"Bowerbird Blues" by Jonathon Grose. Highly Commended PBEAT2023 (\$1,000). Mostly natural materials.



"Tide Rising" by Jojo Fuller. Highly Commended in PBEAT2022 (\$1,000). Lime washed clay and natural materials.

WHO WE ARE

- Pearl Beach is a small coastal bushland village situated approximately 40km due north of the Sydney CBD (92km by road), but separated from the city by Broken Bay and the Hawkesbury River.
- The Pearl Beach Arboretum (officially known as the Crommelin Native Arboretum) is 5.5 hectares of natural bushland in the south western corner of Pearl Beach. It is managed by a committee of local volunteers and has a magnificent open area that has been the setting for many concerts.
- The Arboretum has charity not for profit status - its primary aim is the promotion of conservation.
- PBEAT2025 is preceded by successful Pearl Beach Ephemeral Art Trails in 2021, 2022 and 2023.



Ann Flanagan, Chair of the Bundanon Trust & independent judge, with Liesl Tesch MP at the opening PBEAT2023.



Trail Guide Map for PBEAT2023. There were 24 art installations in competition and five community installations.

CONTACT US

Victoria Crawford 0407 272 495
President, Pearl Beach Arboretum
president@pearlbeacharboretum.org.au

Mary Knaggs 0427 502 042
Secretary, Pearl Beach Arboretum
secretary@pearlbeacharboretum.org.au



Pearl Beach
ARBORETUM

pearlbeacharboretum.org.au/pbeat2023/

- Thank you for considering our proposal. We hope you can join us.
- Don't let your business miss out on being part of the PBEAT2025. Contact us today to secure your place as sponsor.
- Please note that personal tax-deductible donations can be made directly to the Arboretum. Please contact us for bank details.
- Please note that the 2025 Opera in the Arboretum is a Rotary Event and has separate sponsorship packages.
- Pearl Beach Artists in the Arboretum is a separate event run by the Pearl Beach Artists.