

## National Services Te Paerangi

### How to write an exhibition proposal

Exhibition proposal briefs inform staff at your museum about an exhibition you would like to develop. Putting a proposal together as outlined in this guide will not only help you flesh out your own ideas, but will help others clearly see what you want to produce and how they might be involved.

**Exhibition title** (include proposed dates and venue)

#### **Exhibition overview**

A succinct statement that gives museum staff: background to the project, summary of the exhibition idea/concept, subject areas it covers (art, social history etc), why it is worthy of taking forward.

#### **Objectives**

What are the key objectives of the exhibition? What is it expected to deliver for the museum and the community? How does it tie in with the museum's mission and purpose?

#### **Target audience**

Outline whom the exhibition seeks to attract. For example, the exhibition may target women, particular community groups, families, students, specialists in the field, etc.

#### **Topics and sub-topics**

Clearly and concisely outline the key topics the exhibition will focus on. Under each topic note sub-topics with short explanations. You could do this as a diagram - like a family tree.

#### **Objects and exhibition infrastructure**

Identify and list collection objects/taonga and loans. Identify any graphic panels, audio visuals, lighting, photographic reproductions and prop objects that might be required.

#### **Exhibition management**

List who will manage the exhibition development and ongoing management and the key team members. Will they be volunteers or paid staff? Will extra staffing be required during development and/or during the period of the exhibition?

#### **Public programmes**

List any accompanying public programmes that will run in conjunction with the exhibition, such as: floortalks, workshops, education programmes, family activities, tours, etc.

#### **Collaborations with other museums, individuals or organisations**

This could include loan of objects from other museums, individuals or organisations, any consultation undertaken in developing the concept, public programmes, exhibition development. Describe how support might be acknowledged.

#### **Marketing and communications**

Describe how you will promote the exhibition for example, online, story in local newspaper, radio, museum newsletter, posters, flyers.

#### **Publications and merchandise**

List whether you want to develop postcards, catalogues or other merchandise.

#### **Evaluation methods**

Explain how you will assess visitor feedback on the exhibition: for example visitor numbers, anecdotal comments, visitor surveys, etc.

**Also include an indicative budget (see overleaf)**



## Exhibition proposal budget template

### EXPENSES

	Hours (@\$/hr if in paid employment)
<b>Exhibition personnel</b>	
E.g. Curator	
Designer	
Collection staff	
Display staff	
Installer	
Iwi advisor	
Visitor hosts	
<b>External contractors</b>	
E.g. Printing	
Graphic design	
Audio-visual production	
Electrician	
<b>Materials</b>	
E.g. Conservation materials	
Display items (cases, mannequins, etc)	
Construction materials (wood, paint, etc)	
Signage and advertising	
Opening event (invitations, food, drinks)	
<b>Marketing</b>	
E.g. Flyer or tourism brochure	

TOTAL Expenses \_\_\_\_\_

### INCOME

<b>Internal funds</b>	
<b>E.g. Schools programme fund</b>	
Exhibitions budget	
Community Board grant	
<b>Sponsorship</b>	
Other; e.g. entry donations, merchandise sales etc	

TOTAL Income \_\_\_\_\_

Once the proposal is approved by museum management, draft up a development timeline to identify when loans, build, graphic design, posters, etc will need to be arranged.

Helps stave off last minute 'surprises'!



### National Services Te Paerangi

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