



Art Fund Museum of the Year 2021: Application form

THIS DOCUMENT IS FOR REFERENCE ONLY. To apply, you must complete the online form which can be found at artfund.org/museum-of-the-year-apply

1. Your details

- First name
- Surname
- Job title
- Email address
- Telephone

2. Your organisation

- Organisation name
- Address
- Where is your organisation based?
- Website
- Type of organisation
(i.e. historic house, library or archive, museum or gallery, university...)
- Status of organisation
(i.e. local authority, charity, non departmental public body...)
- Description of organisation
Please provide a short description (100 words or fewer) of your organisation, along with its aims and objectives.
- Your organisation in 2020-21
If you wish you can use this section to tell us about the impact that Covid-19 has had on your organisation (100 words or fewer). This section is optional.

3. Your application

In this section you will make the case for why your organisation should be Art Fund Museum of the Year 2021. Please use this section to tell us, in your own words, what you did in the last year which showed imagination and determination, how you connected with audiences, how this made a difference, and how you will build on this in the future.

You can choose to focus on one thing in your application or give us an overview of several types of activity.

Please make sure you have read the application pack to understand what we are looking for. This can be found at artfund.org/museum-of-the-year-apply

Please answer the following questions in up to 250 words per section.

- What did you do in the last year which showed imagination and determination?
- How did this make a difference?
- How will you build on this in the future?

4. Supporting materials

- Letter of support
Please attach a letter of support from your museum or gallery director confirming their wish for the organisation to be considered for Art Fund Museum of the Year 2021 and agreeing to our terms and conditions. This should be no more than one page in length.
- Please provide up to eight pieces of digital media that best illustrate your application.
If you are submitting a film or larger files please send these via a file-transfer site (eg Dropbox, WeTransfer, Hightail). Please copy the link here, ensuring that it does not expire in the near future.

5. Submission and agreement to terms and conditions

We ask longlisted organisations to:

- a. Be present to meet with the judges in mid-June to discuss your application.

We ask shortlisted organisations to:

- a. Work collaboratively with us as part of a joint initiative to celebrate and promote the shortlist. Art Fund can provide advice and press and marketing support as needed.
- b. Support the summer audience engagement campaign with a special benefit for National Art Pass visitors from the date of the shortlist announcement to after the announcement of the winner, the duration and details to be determined in conversation with Art Fund's marketing team. (This could be a free or discounted admission offer, for example, or shop and/or café discount.)
- c. Display Art Fund print and digital materials, such as posters and digital assets, at least for the duration of the campaign onsite and online.
- d. Be represented at the celebration event (format TBC) in autumn 2021.
- e. Provide Art Fund with feedback at the end of the prize process to help us assess the impact of Art Fund Museum of the Year and make improvements for the future.

For further information and guidance, please contact prize project manager Amy Dickson on adickson@artfund.org or 0207 225 4836 / 07734 229 959.