

I. HOW

How to become a Van Gogh Europe partner?

1. Future partners should take note of Van Gogh Europe's mission: « Van Gogh Europe Foundation is a network of collaborating European locations and collections associated with Vincent van Gogh's life and work. It aims to make Van Gogh's cultural heritage accessible to a wide audience, through working together as VGE partners (networking, inspiring each other, doing projects together) we aim to make Van Goghs's cultural heritage accessible and engage current and future generations.»
2. Future partners should submit to the board a proposal showing commitment and engagement.
3. The board will appraise the application and, in discussion with the future member, advise on membership category and scale.

II. WHO

Who can become a partner of Van Gogh Europe?

3 categories of partners are suggested:

1. Heritage partners:

- ▶ Museums (with or without a Van Gogh collection) (private / public)
- ▶ Heritage locations (ex. Van Gogh houses) (private/public)
- ▶ Local authority managing museums or heritage locations connected to Van Gogh's life and work (ex. City of Mons)

3 fees

- ▶ Large: 5000€ (>10 works of art)
- ▶ Medium: 2500€ (1-10 works of art OR large institution with main focus on Van Gogh' life and work)
- ▶ Small: 1000€ (0 works of art, heritage locations connected to Van Gogh's life and work)

2. Promotional partners

Local or national tourism offices working on the promotion of all the locations and the territory linked to Van Gogh's life and work

3 fees

- ▶ Large : 5000€ (min. 6 locations connected to Van Gogh's life and work)
- ▶ Medium : 2500€ (3-5 locations)
- ▶ Small : 1000€ (0-2 locations)

3. Research & educational partners:

Institution working on content linked to Van Gogh's life or work OR Institution assuming the training of students connected to the art field with Van Gogh as inspiration (ex. Fine art schools, Business schools...)

4 fees

(to be discussed depending on the organisation size & focus)

- ▶ Large : 2500€
- ▶ Medium : 1000€
- ▶ Small : 500€
- ▶ Guest : free (on invitation of the board)

III. WHAT

What does the Van Gogh Europe network offer?

1. A network

- ▶ Bringing different partners in contact (networking)
- ▶ Being THE official locations database for Van Gogh Europe

2. Cooperation

Organisation of cross-border projects :

- ▶ Sharing of information and developing projects for example educational projects and artist residencies
- ▶ Joint research of/and application for potential funding (please keep in mind that our network does not offer individual funding to the organisations).
- ▶ Knowledge and best practice sharing through B2B meetings in working groups, seminars and conferences

3. Communication & visibility

- ▶ Logo & name on the website and on the communication supports
- ▶ Presentation on the website of all the locations linked to Van Gogh's life and work
- ▶ Authorisation to use the Van Gogh Europe branding
- ▶ Presentation in the brochure: 1 page per location and a special mention for promotional and research/educational partners
- ▶ Presentation on the Vangogh Europe Route App
- ▶ Potential for joint (collaborative) instagram/ social media.

4. Tourism & marketing

- ▶ Encouraging exchange of visitors between the different sites
 - ▶ Align the shared stories based on acknowledged research
 - ▶ Recognition of the quality of the Van Gogh - related content
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