

MUSEU NACIONAL  
D'ART DE CATALUNYA

# SPONSORSHIP AND PATRONAGE



Giandomenico Tiepolo. *El minuet*. Detail, 1756. Museu Nacional d'Art de Catalunya.



# THE TOP MUSEUM FOR ART IN CATALONIA, WITH A COLLECTION OF OVER 180,000 WORKS!

The Museu Nacional d'Art de Catalunya is located in the Palau Nacional de Montjuïc, in Barcelona, built for the 1929 International Exhibition. In 1934, it opened its doors as the Museu d'Art de Catalunya, where the mediaeval collection was gathered. Later, in 1995, as the Museu Nacional d'Art de Catalunya, the new rooms of Romanesque art were opened, the public display of the collections was successively extended in a process that culminated in 2004 with the addition to the Museum of the Modern Art Collection which until then had been located in the Parc de la Ciutadella.

The collection spans ten centuries, including unique ensembles of Romanesque and Gothic art, Renaissance and Baroque masterpieces, the Numismatic Cabinet, the Drawings and Engravings Cabinet, an outstanding Photography Collection and a remarkable Modern Art collection featuring works of Modernism and art produced during the Spanish Civil War. It is currently being extended to the 1980s.







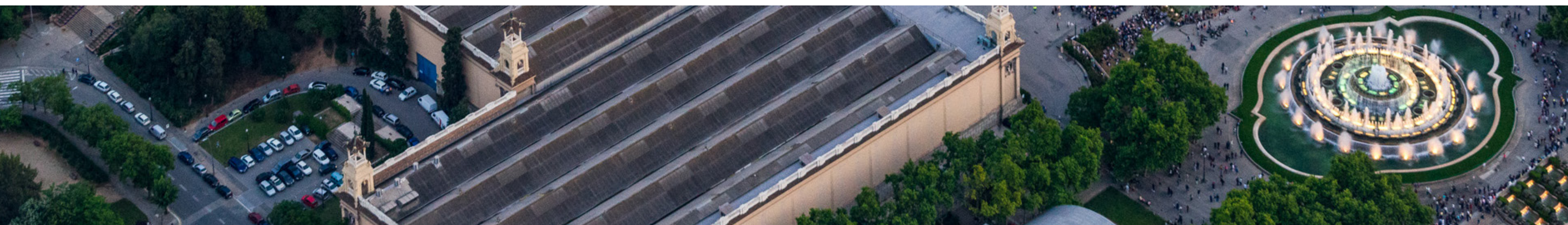
# HORIZON 2029: THE NEW MUSEU NACIONAL

The Museu Nacional d'Art de Catalunya aims to permanently display Catalan artistic expression and that of the territories most culturally related to Catalonia in the different historical periods up to the present. However, beyond augmenting, studying, conserving and exhibiting its collections, it also strives to connect people with art to facilitate access and the generation of ideas, creativity, education and knowledge.

On its broader horizon, the Museum faces two milestones that must be promoted from now on: **the expansion of the Museu Nacional to the Victoria Eugenia pavilion and the celebration of the 100-year anniversary of the Barcelona International Exhibition in 2029 and of the construction of the Palau Nacional, where the Museum is currently located.**

# A MUSEUM...

- ... Located in one of the largest green spaces in the city, with exceptional panoramic views and with the Magic Fountain at its feet, a unique facility and one of the tourist attractions of Barcelona.
- ... That forms part of the skyline of Barcelona and the city's imaginary.
- ... That reminds us of the event that universalised Barcelona in 1929.
- ... With an exceptional set of wall paintings from the 11<sup>th</sup> to the 13th centuries and a rich collection of panel paintings, the largest and oldest in Europe.
- ... With extraordinary collections spanning a thousand years of art, from Romanesque, Gothic, Renaissance and Baroque art to the modern art collection, which dates back to the 1970s.
- ... Committed to sustainable development. The first museum in Spain to obtain the IQNet SR Social Responsibility, ISO 14001 and Eco-Management and Audit Scheme (EMAS) certifications.
- ... That offers unique spaces for holding all kinds of events.





## VISITORS AND USERS, OUR RAISON D'ÊTRE

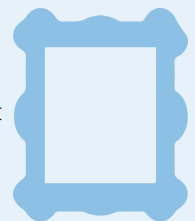
Visitors are the true *raison d'être* of the Museu Nacional d'Art de Catalunya and we have reported growth year after year (except for during the COVID-19 epidemic), reaching nearly 900,000 in 2019.

The Museu Nacional currently receives between 1,000 and 2,500 visitors each day, depending on the time of year, with the most popular months being spring and summer.

## THE MUSEU NACIONAL IN FIGURES

**180,000** works

ranging from Romanesque (11<sup>th</sup> century) to Modern and Contemporary Art (20<sup>th</sup> century), and around 155,000 pieces from the Numismatic Cabinet of Catalonia. More than 3,500 works exhibited!



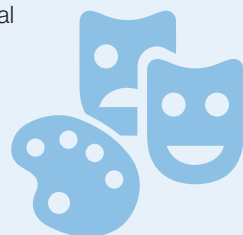
**550,000** visitors

with the goal of returning to the 870,000 in 2019.



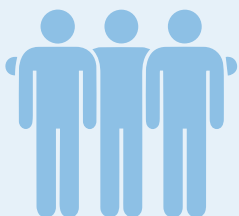
**90,000** users

of social, community action, family and educational programmes.



**3,250**  
**Amics del Museu Nacional**

who have supported the Museum for 25 years.



**48,000** m<sup>2</sup>

of surface area at the Palau Nacional: 13,000 m<sup>2</sup> of collection space and 2,300 m<sup>2</sup> of exhibition space.



**650,000**  
**bibliographic documents**

accessible to the public at the Centre for Research and Knowledge (CREC), which includes the Archive and the Joaquim Folch i Torres Library.



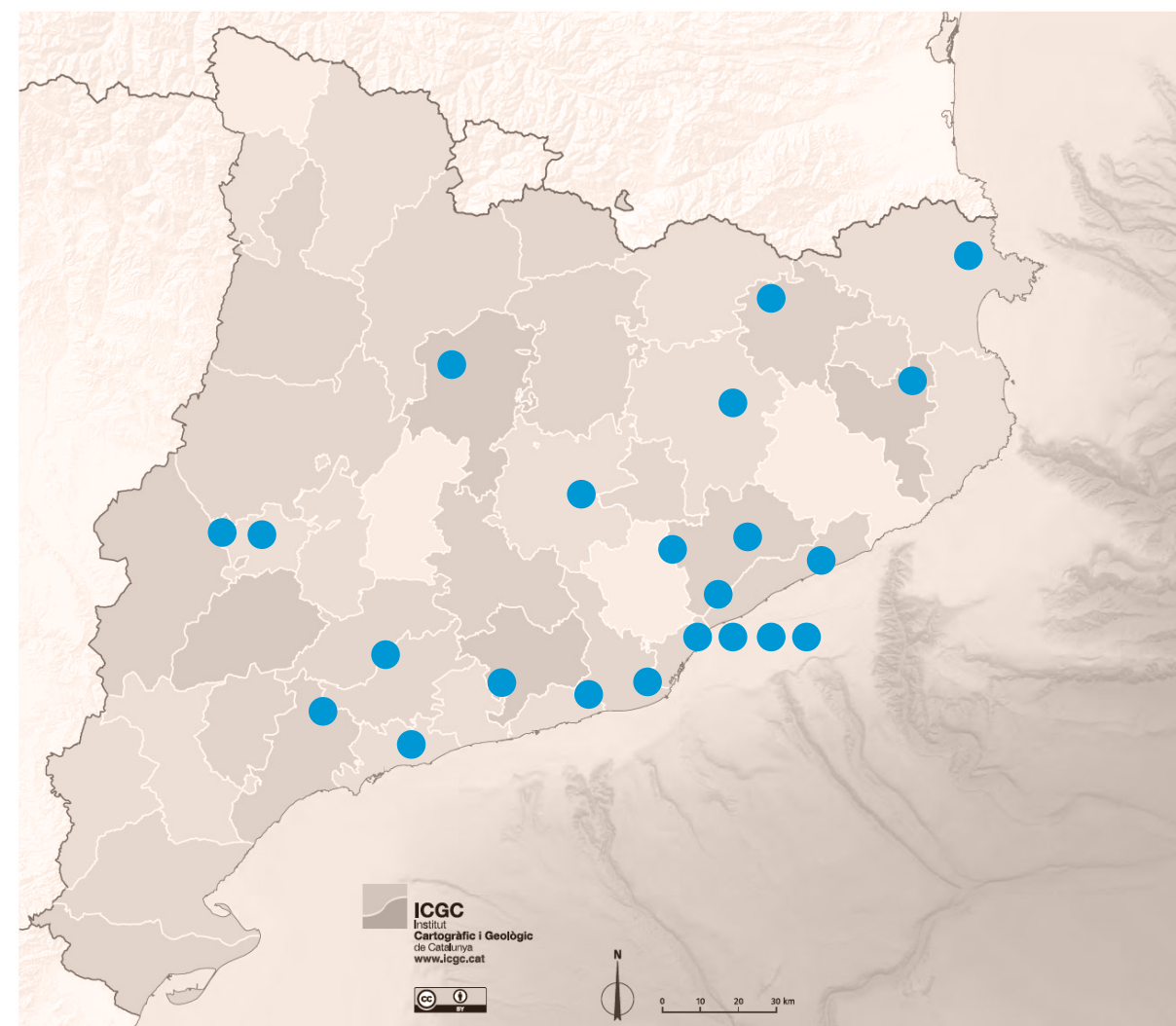
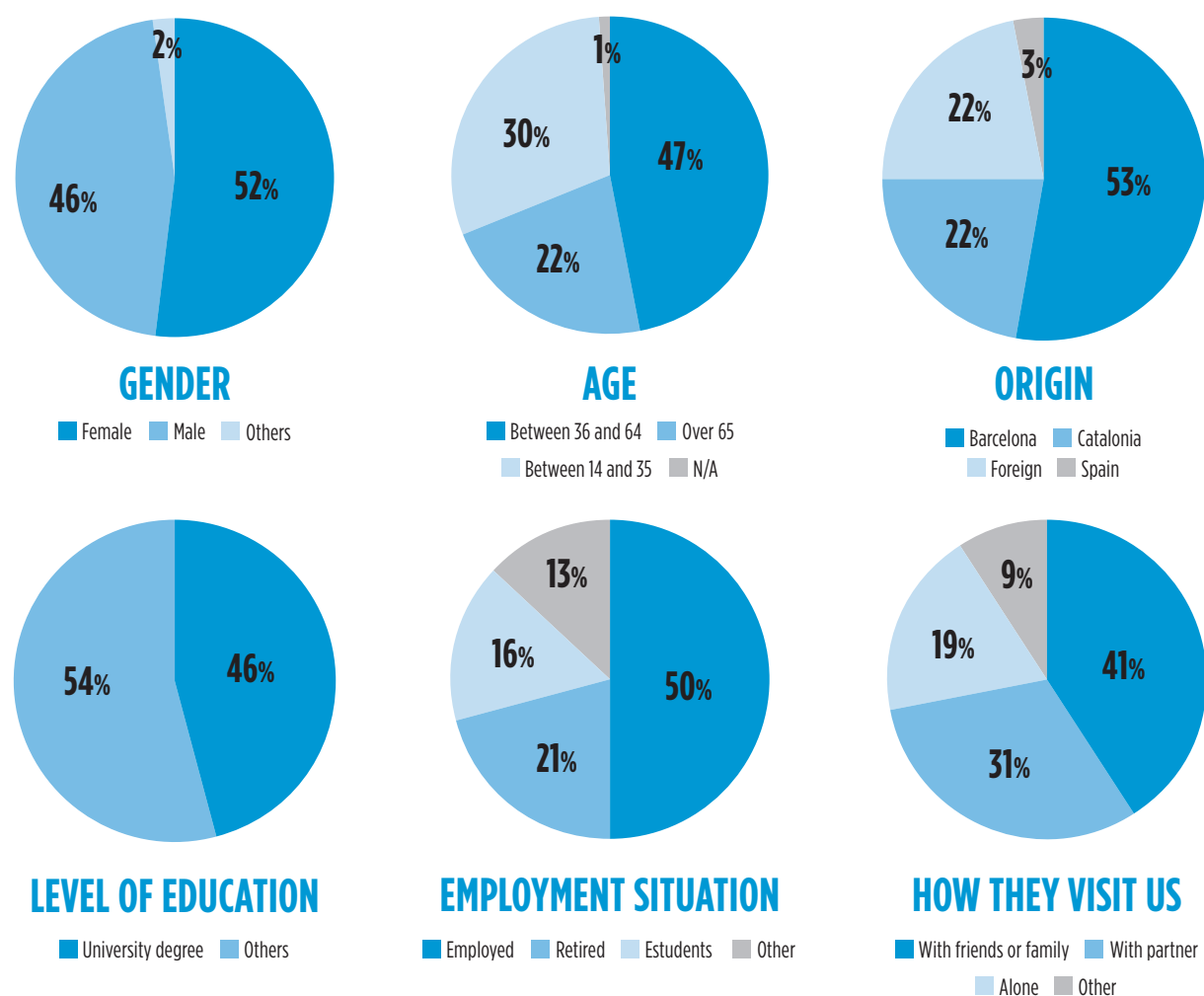




## HEAD MUSEUM OF THE XARXA DE MUSEUS D'ART DE CATALUNYA, COMPOSED OF 22 MUSEUMS

As head of the Xarxa de Museus d'Art de Catalunya, the Museu Nacional promotes a common work strategy among all the country's museums regarding heritage documentation and accessibility, valuing and spreading Catalan artistic heritage, creating and managing national art collections and promoting knowledge of museums and their programmes.

### VISITOR PROFILE\*



\* Data taken from the last survey conducted in 2019 with almost 5,000 visitors to the Museu Nacional



# MEDIA COVERAGE

The Museu Nacional works intensely to maintain fluid and constant relations with the media in Catalonia and the rest of Spain, which helps to unfold the Museum’s project and make it reach society.

The Press and Communication departments organise meetings, press conferences, visits and interviews, in addition to sending out notifications about the institution’s programming and news, and designing the campaigns. In 2022, the media impact recovered significantly compared to previous years:

In 2022, the accumulated audience that had the opportunity to read, view or listen to information related to the Museu Nacional rose to 3,536,000 people, with an advertising value equivalent to €61,128.

The temporary exhibitions alone generated 5,842 impacts, with an accumulated audience of 3,338,161,155 people and an advertising value equivalent to €34,497,655.

## Media coverage:

- 7,574 notifications
- 1,543 reports and news items in print media
- 5,612 impacts in digital media
- 274 reports and news items on television
- 140 reports and news items on the radio



# DATA FROM THE WEBSITE, THE BLOG AND SOCIAL MEDIA

WEB		BLOG
Visits	Page views	Readings
1,468,315	5,499,591	70,356

Social networks and applications	Followers / users / interactions	Increase compared to 2022
Facebook	94,164	+2,679
Twitter	64,026	+1,875
Instagram	57,947	+5,175
YouTube	1,823	+385
LinkedIn	11,094	+4,540
Google Art Project	309,553	+131,947
Second Canvas	8,989	+4,468
CloudGuide	49,014	+9,468

\* Data as of 31 December 2022

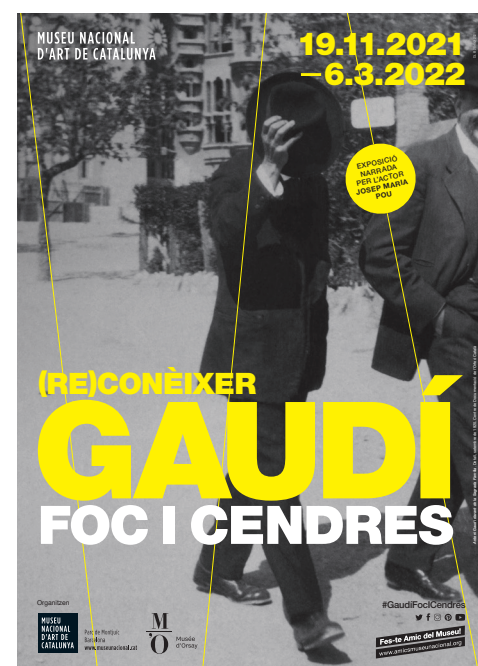
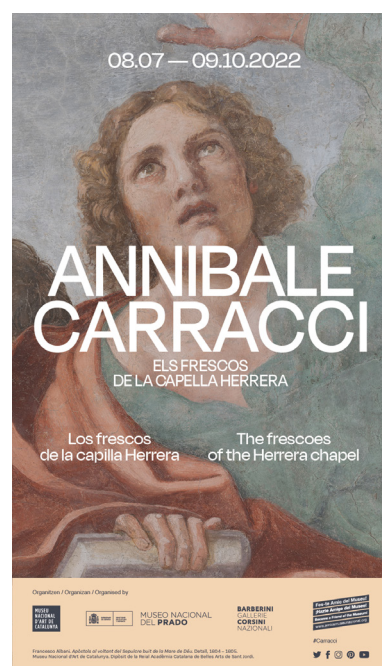
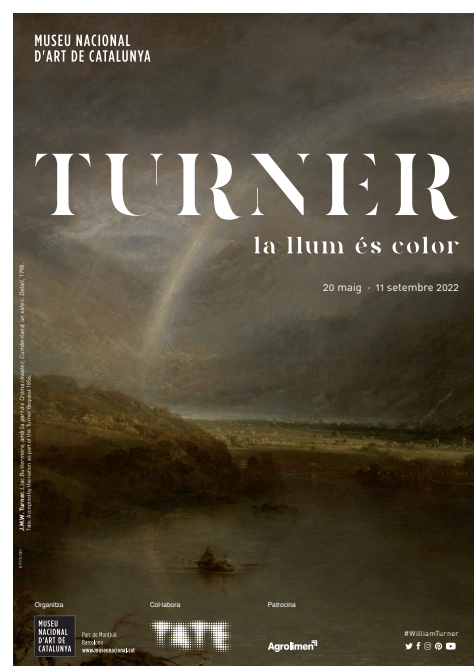




# RECENT TEMPORARY EXHIBITIONS

Each year, the Museu Nacional presents an extensive programme of exhibitions of different formats and characteristics, always related to the collections, and some connected with inescapable themes of our present.

One of the Museum's objectives is to intensify partnerships with the country's museums and strengthen alliances with international museums at the same time to offer the public exhibitions of the highest level of excellence and the furthest reach.



# A MUSEUM SOCIALLY COMMITTED TO THE COMMUNITY, TRANSPARENCY AND THE ENVIRONMENT

CSR has developed gradually in the Museum since 2012, when the organisation expressed its desire to include social and environmental criteria in decision-making. The commitment to sustainability is a priority in running the organisation and enables a wide range of actions to optimise processes and reduce the negative impact of its activities on the environment.

Proof of this is the renewal, year after year, of the certifications obtained by the Museum in accordance with established regulations.

Furthermore, the Museu Nacional d'Art de Catalunya has incorporated the Sustainable Development Goals (SDG) of the UN 2030 Agenda into its day-to-day activities.

In this regard, projects are being aligned with the following SDGs:



- Equality and gender plan (SDG 5).
- Accessibility plan (SDG 10)
- Responsible procurement (SDG 12)
- Climate action (SDG 13)
- Actions derived from the positioning in favour of peace, justice, and strong institutions (SDG 16).

All this helps to make it a museum that is

Excellence-oriented, financially sustainable and transparently accountable

Supported by a cohesive human team in constant training

Effective and efficient



# SUPPORT THE MUSEUM

The Museu Nacional d'Art de Catalunya is the leading cultural institution for art in Catalonia, which before the pandemic had received over 800,000 visitors per year, with an online presence exceeding one million visitors.

The Museu Nacional needs and wishes to partner with companies and civil society to join forces with public institutions to roll out a broad programme to benefit heritage, society and future generations.

Working with the Museu Nacional means contributing to the achievement of our mission and our objectives: the conservation and dissemination of a unique collection, the development of a social museum concept open to the general public and a commitment to the cultural enrichment of our society.

Our sponsorship programme offers philanthropic and cultural patronage opportunities, as well as specific formulas adapted to the different concerns of companies interested in cooperating with the Museum.



Cooperating with the Museum means helping to spread a unique art collection and achieving a social museum open to all.



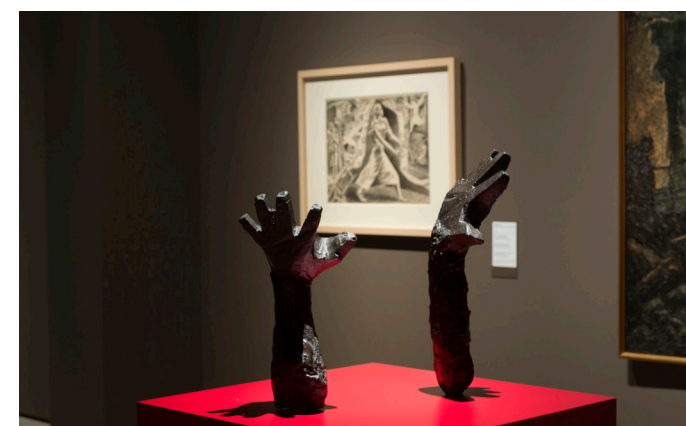
# WHAT CAN BE SPONSORED?

Your support allows us to share our collections and programmes with thousands of visitors each year, arouse their interest in art, accompany them in discovering the Museum's collections or allow their restoration.

At the Museu Nacional d'Art de Catalunya, we imagine and design custom-made sponsorship operations, outlining the proposal that best fits with certain strategic objectives and a specific budget, around a wide variety of activities:

## TEMPORARY EXHIBITIONS

The Museum annually rolls out a programme of large-format exhibitions, accompanied by other interventions by artists in dialogue with the collection.



## ACQUISITIONS

The Museum is very attentive to the art market in order to enrich and complement its collections. With your cooperation, you can help to acquire works of art to increase public heritage and bequeath it for the benefit of society.



## RESTORATIONS

Cooperating companies can help to carry out priority actions to preventively conserve and restore the collection, a fundamental function of the Museum's mission.

## SCHOLARSHIP PROGRAMME

The Museum wants to launch a conservation-restoration scholarship programme for young conservators to guarantee the transmission of knowledge and train the new generation of experts from a position of excellence.



## EDUCATIONAL AND COMMUNITY PROJECTS

The Museum develops family programmes that invite intergenerational groups to view the museum as a leisure alternative, and promotes community programmes for groups and areas of society not present in it.

## MUSEOGRAPHIC PROJECTS

The Museum's goal is to renovate some areas of the permanent collection: Romanesque, Gothic, Post-war and Second Avant-garde.

## PUBLICATIONS

Collaborating in the preparation of catalogues and promoting a benchmark scientific journal for the country and other lines of ePublishing are other valuable contributions to the pool of knowledge that we want to leave to future generations.



## ART, HEALTH AND WELLNESS PROGRAMME

The Museum carries out the Arts & Health programme to incorporate the arts as another therapeutic resource and intends to renew the wide-ranging public programmes in the community.



## NEW SPACES

The creation of a new space for educational activities that can multiply the educational resources that the Museum offers is a clear urgent need that also provides the partner company with the possibility of naming it.



## FREE ACCESS TO THE MUSEUM

Contribute to public access by offering the Museum free of charge on Saturday afternoons or by extending the visiting hours of temporary exhibitions thanks to the company's sponsorship.



## DIGITALISATION OF THE COLLECTION

Use technology at the service of the user to add value, offer new supports and experiences and better disseminate the collection.

## ENVIRONMENT AND SUSTAINABILITY

Contribute to the application of sustainable solutions for the problems of preservation and use of the collections, maintenance of the building and reinforcement of ISO 14001.

## OTHER WAYS TO GET INVOLVED

### Celebrate your event at the Museum

The Palau Nacional is one of the most emblematic buildings in Barcelona and has been the setting of many events that have marked the social life of the city since 1929.

Every year, many national and international companies rent the exclusive spaces of the Museum to give value and uniqueness to their corporate events.

### Bring your loved ones closer to art

Collaborating with Fundació Amics del Museu Nacional d'Art de Catalunya is another way to give visibility to your commitment to the culture of our country.

Affiliating the people employed by your company with Amics del Museu Nacional d'Art de Catalunya is the best way for them to experience art more closely and to enjoy preferential access and exclusive activities.







## PATRONAGE PROGRAMME

The Museum offers sponsorship operations with compensation tailored to suit the strategic needs and shared values of potential sponsors, actions that facilitate social and cultural recognition in the sponsoring companies.

However, the Museu Nacional has a standard patronage program with various forms of participation through which companies can support the Museum's activities and projects.

### Patron

Starting from  
**250.000€**  
per year

### Benefactor

Starting from  
**100.000€**  
per year

### Protector

Starting from  
**50.000€**  
per year

### Collaborator

Starting from  
**20.000€**  
per year

## WHAT DO YOU GET IN RETURN?

Collaborating with the Museu Nacional d'Art de Catalunya is a way to expand participation in art and culture and to increase our impact among various audiences.

In gratitude for the support of the sponsoring companies, a collaboration agreement is formalised to guarantee their return in terms of visibility and different advantages depending on their needs:

- Tax advantages.
- Public recognition of their partnership.
- Privileged access to the Museum (invitations, guided tours, etc.).
- Possibility of using the Museum spaces.
- Addition of the logo to the website, social media, the newsletter and the annual report, as well as in all notifications.
- Opportunity to assess other areas of collaboration with you.



# CORPORATE MEMBERS OF THE MUSEU NACIONAL

## Patron



Fundació "la Caixa"

## Benefactors

FUNDACIÓN  
PALARQ  
PALEONTOLOGÍA Y ARQUEOLOGÍA

Naturgy

Santander

## Protectors

Fira Barcelona

Damm  
Fundació

TMB  
Transporte  
Metropolitano  
de Barcelona

## Collaborators

Agrolimen

ARTE & MEMORIA



laie

marmacultura

TRAM

## Media

ara

betevé

SE2 CATALUNYA

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EL PAÍS

el Periódico

EL PUNT AVUI

LA VANGUARDIA

Regió7

SEGRE

3 CATALUNYA  
RÀDIO

THE NEW BARCELONA POST

TimeOut  
BARCELONA

Generalitat de Catalunya  
Departament  
de Cultura

GOBIERNO  
DE ESPAÑA  
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Y DEPORTE

Barcelona  
Capital Cultural  
i Científica

Ajuntament de  
Barcelona



## CONTACT

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Become a Friend of the Museum!  
[www.amicsmuseunacional.org](http://www.amicsmuseunacional.org)

A committed Museum



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