



Dear Sir/Madam

Liverpool Oil Lovers (LOL) is a professional membership body specialising in advocacy of the cultural sector across the city of Liverpool (European Capital of Culture 2008) and increasing the involvement of cultural organisations in the social and economic renewal of the city region. As a corporate Public Interest Group (PIG) we are committed to nurturing partnerships between leading companies from the private sector and pioneering arts organisations, supporting cultural leadership and best practice, giving children and disadvantaged groups access to great art, working to enhance the image of the city and corporate partners and improving the economic prospect for the region through the arts.

In the current economic climate many UK arts organisations are facing financial shortages; in light of the recent unfortunate situation in the Gulf of Mexico we feel this is the perfect opportunity for the arts and the oil industry to support one another in to a brighter future. By fostering working partnerships and sponsorship opportunities LOL are committed to helping art organisations operating within the community to prosper, harnessing the positive energy of leading creatives for the benefit of our partner brands and the future development of collaborations between individuals and groups from the oil community and the organisations which make up Liverpool's rich cultural fabric.

***For businesses:***

*We can help you forge valuable partnerships with arts organisations, bringing tangible benefits to your brand, your people and your thinking.*

***For the arts:***

*Our vision is to become the leading source of information and support for organisations looking for funding and broader partnerships with business and individuals from the oil industry.*

We have been in consultation with representatives from Liverpool's leading cultural initiatives, initially inviting proposals for collaborations which will be beneficial to stake holders from both the cultural sector and the oil industry. From over 900 proposals we have compiled a preliminary shortlist to provide examples for your consideration (see below).

Thank you for your time. We look forward to powering some great projects with you.

The LOL team

*Liverpool Oil Lovers  
Registered corporate Public Interest Group*

### ***Families 4 Fuel***

The Institute for the Art and Practice of Dissent at Home (IfArt) - a family/artist group will work in collaboration with BP to fund a 10 year period of artists residencies at the family home of the Andersons' Liverpool. Collectively 'Families 4 Fuel' will tackle the current PR emergency keenly felt amongst local families with small children worried about the future of the environment. *IfArt's* collective aim would be to promote the manifold benefits of Oil sponsorship at the level of the family and to further BP's influence beyond the International, National and Regional levels into the Domestic. *IfArt's* aim is BP sponsorship in EVERY home, for EVERY artist, for Every Family - not one excluded, NOT ONE! - that's the sort of vision we share.

*IfArt* are happy to adapt the name of their organisation, and the name of the street and the name of the city in which it is based. *IfArt* are confident that municipal permission for these minor changes will be forthcoming in order to reflect the generosity of our new sponsors. The BP Family, based on BP Street, Liverpool BP1 1BP.

In order to maximise the visibility of this new sponsorship deal *IfArt* would require a suitable family car - preferably a SUV (Mummy likes the BMW X5!). *IfArt* would be the proud displayers of a series of large scale BP logos strategically placed on each door including front bonnet and boot which would kickstart the 'BP Word of Mouth' campaign locally amongst perhaps more envious families.

From one home to all homes - let's get BP back on the map, funding real lives, funding real people, funding real artists.

### ***Tuebrook Transnational and BP, here and beyond!***

Tuebrook Transnational (TuT), as a grass roots community organisation that uses art to promote international solidarity feels a clear alliance with transnational companies such as BP, so clearly able to move beyond short sighted national visions. *TuT* are excited by the perspective of working with a corporation of such vision as BP to help the Tuebrook Community upgrade their local understanding of art and their surroundings. With the BP sponsorship *TuT* will be able to engage the community on a ambitious project that will benefit the local community and beyond. For a period of three months BP sponsorship will provide the Tuebrook community with the vehicles and fuel necessary to visit major museums and exhibitions sponsored by BP across the world. The project will end with an exhibition in which the people from Tuebrook will put together an exhibition that reflects BP's vision.

### ***BP Academy - Fuelling the minds of the artists of tomorrow***

It is widely acknowledged that higher education in the UK has reached crisis point. Faced with huge budget deficits and further cuts to come, teaching staff and university departments around the country are threatened with closure, and students are graduating with a mountain of debt and a substandard education. The cultural workers behind the *BP Academy* vision feel that BP Crisis Management strategies developed in the Gulf of Mexico may have the capacity to save art education from its crisis for the artists of the future. The Coalition Government is currently implementing a strategy for rescuing the country's economy by rethinking the Public Sector through ideas borrowed from the Free Market, similarly Education needs to be restructured and deregulated in order to overcome its high level of unsustainable and unprofitable academia. *BP Academy* propose the immediate establishment of a free (market) art school funded by private patrons from the oil industry. This university will have the freedom to educate artists whose work will fit adeptly in to the art market, creating a more sustainable industry for the benefit of artists and the country. Also, as universities hold the Intellectual Property Rights of the work produced by their students, the generous patrons of the university will own the rights to the earliest collectable works of this new wave of market savvy artists. The importance of non-renewable fuels and the oil industry will be written in to the new curriculum and explored through thematic projects and 'live' collaborations with the sector, benefiting the students by allowing them to channel their creative energies in to a real world context.

### ***Spill drills***

The Tranmere Oil Terminal on the south bank of the River Mersey receives the crude oil to produce one sixth of Britain's petrol. In light of Liverpool's special importance as a world-class crude oil port Fulcrum, a studio for cultural activism that works with communities to develop collaborative cultural events, seeks sponsorship from oil corporations to devise and deliver accessible and community oriented events for the people of Liverpool.

While Liverpool lacks the local fishermen and seamen that helped contain the deep water spill in the Gulf, what it does have is art and culture.

To this end, we will devise craft and sport activities and edu-tainment that will skill up the population – both young and old - to pitch in in the event of a spill. We believe that these 'spill drills' will build a blitz spirit among the residents, creating positive brand value for oil and petro chemicals as well as help contain clean up costs and manage the unfortunate fines imposed (providing a route for tactical manouvering in addition to that shown by Shell after their pipeline leak of August 1989).

### ***Oil dependency***

As has been much publicised, BP Chief Executive Tony Hayward wants “his life back”, but with the continuing loss of life in the eco-systems of the Gulf of Mexico, such basic rights remain unattainable.

This being the case, artist Tim Jeeves proposes to volunteer his life to Mr Hayward for an initial period of 1 year (with an option for annual renewal). In exchange for the provision of a balanced diet, a roof over his head and clothes on his back Tim will give ownership of his name to Mr Hayward. All works of art he creates will be attributed to Mr Hayward whilst the culpability and responsibility for any further accidents or mishaps that may occur within BP's industrial operations (however unlikely they may be), can be apportioned to him.