



ART HISTORY FESTIVAL GUIDELINES

Partner Participation Guidelines

1. Eligibility for Participation

To be eligible for inclusion in the **Art History Festival 2026**, events must meet the following criteria:

- Events must be **free to attend**, open to the **public**, and take place between **5–11 October 2026**. Partners can submit as many events as they wish.
- Events may take any format and address any theme related to art and its histories.
- Events may be programmed for **any audience** group or age range. We are particularly keen to encourage more events aimed at 13–18-year-olds.
- For organisations that prefer to work to a defined theme, the Festival will include an optional strand focused on Making and Materials.

Further details are available in the *Call for Submissions*.

- All promotional materials — including event webpages and social media posts — must clearly reference the Art History Festival.

2. Key Dates

- **Event submission deadline: 14 August 2026**
- **Booking links live: asap, and no later than Friday 11 September 2026**
- **Festival dates: 5–11 October 2026**
- **Evaluation deadline: 16 October 2026**

3. Comms and Marketing

What the Association for Art History will do:

- Promote participating events through AAH social media channels.
- Encourage participating organisations and venues to cross-promote the Festival.

- Host a dedicated Art History Festival webpage, including a hyperlink to each participating event.

4. Participating Organisations

Participating organisations are required to list their event(s) on the Art History Festival website

- **Complete the [Submit Event form](#)** on the Art History Festival website, supplying event copy and one high-resolution image **by 14 August**
- Ensure the event is listed on your website or Eventbrite page and includes the Art History Festival logo (where possible).
- Include the following tagline verbatim in all event copy:

This event is part of the Art History Festival 2026, organised by the Association for Art History.

Web presence and booking

- Ensure your **own event webpages and booking links are live** as early as possible, and by **11 September**.
- **Send the live booking link** to festival2026@forarthistory.org.uk as soon as it is available, and by **11 September**.

Marketing and communications

- Promote your event on social media using **#ArtHistoryFestival2026** and **@forarthistory**.
- Actively promote the wider Festival through newsletters, mailing lists, and social media channels as feasible.
- Ensure that speakers, workshop leaders, and event facilitators are aware, during the planning stage, that they are participating in Art History Festival 2026

5. During the Event

- Clearly inform audiences on the day that the event is part of the nationwide Art History Festival, organised by the Association for Art History.
- Invite attendees to complete one of the Festival evaluation forms (online or paper formats are available).

6. Post-Event Requirements

- **Submit the following by 16 October 2026:**
 - At least one photograph from the event
 - Attendance numbers
 - Completed attendee and partner evaluation forms

Please note that sharing evaluation feedback is a condition of participation in the Art History Festival.