



# Ada Lovelace Exhibition

**Enchanting with numbers – Ada Lovelace – the computing  
Countess of Kirkby Mallory**

**3<sup>rd</sup> - 30<sup>th</sup> October 2019, The Atkins Building, Hinckley**

## **Sponsorship proposal**

Computers are central to our lives, yet how many of us realise the significance of Kirkby Mallory and Hinckley in their development? Ada Lovelace - the mother of modern computing and coding – spent her childhood years at Kirkby Hall in Kirkby Mallory where she was encouraged to develop a love of science and mathematics.

To inspire future generations of scientists and mathematicians Hinckley & District Museum and Hinckley & Bosworth Borough Council are organising an exhibition about Ada Lovelace. To be held in October 2019 at The Atkins Building in Hinckley the exhibition aims to:

- Tell the story of Ada Lovelace’s young life at Kirkby Mallory
- Show how she wasn’t afraid to defy convention; especially about women’s roles and as the daughter of the “mad, bad and dangerous to know” Lord Byron
- Explain the importance of her work with Babbage
- Demonstrate how her work relates to today’s technology.

We aim to do this through a month long display combining portraits never before exhibited in the Midlands, images, talks and interactive exhibits to bring to life the relevance of her work.

**Will you collaborate with us to bring the exhibition to life? We would like to work with the leading businesses and employers in our community to show how computing and coding drives your business.**

There are two aspects where we would appreciate your help.

The most obvious is through financial sponsorship to stage the exhibition in return for brand profile at the exhibition and in promotional channels.

However, we are also very much looking to work with you to develop the aspects of the exhibition around demonstrating the impact of Ada Lovelace’s work on today’s technology. This might provide opportunities for your apprentices or staff development and training.

In return we aim to draw in visits from local schools and colleges and this audience would be so inspired by real-life examples. We will also be marketing to special interest groups and the public. Further events linked to the exhibition are also possible, and we are happy to explore these further with you.

We do hope you can work with us to put Hinckley on the technological map.

**To discuss this further please contact Angela Baines, project manager for the exhibition on:  
07976 438710 or by email: [nwhbheritage@outlook.com](mailto:nwhbheritage@outlook.com).**

## Sponsorship packages

All our sponsorship packages offer opportunities to develop staff through problem solving, engaging with young people and the community, as well as being an excellent channel to promote your business.

### Supporter £200

- Logo on promotional leaflet & at exhibition entrance.
- 1 Relevant branded product or activity within the exhibition.
- Mention on social media

*Promotional leaflet to be postcard or DL size printed on both sides, full colour*

### Brochure sponsor £500

- Sponsorship of exhibition guide – the guide to be given to visitors with background to the exhibits
- Prominent logo on exhibition guide
- Logo on promotional leaflet and at exhibition entrance
- 2 Relevant branded products or activities within the exhibition
- Mentions on social media
- Guide will include a thanks to the Principal Partner sponsor.

*Exhibition guide will be A4 size, folded to DL*

### Principal Partner POA

- Headline sponsor
- Named thanks within exhibition guide
- Prominent logo on promotional leaflet
- Prominent logo at exhibition entrance
- Logo on all display panels with wording “Exhibition supported by xxxx” or similar
- Mentions on social media
- Relevant branded products and/or activities within the exhibition.
- Branding at any off-site events organised to complement the exhibition.

**To discuss these packages further and how we can work together please contact Angela Baines, project manager for the exhibition on: 07976 438710 or by email: [nwhbheritage@outlook.com](mailto:nwhbheritage@outlook.com).**

## Proposed exhibition content

The following items form the core of the historic content of the exhibition. We would like to work with sponsors to develop the interpretative and interactive aspects.

### Historic aspects

Replica of Portrait of Ada Lovelace by Margaret Sarah Carpenter (1793-1872)



Height: 216.00 cm, width: 137.00 cm

Portrait is currently at 10 Downing St as part of Government Art Collection. GAC will not loan.

Height: 216.00 cm, width: 137.00 cm

Loan from Somerville College, Oxford

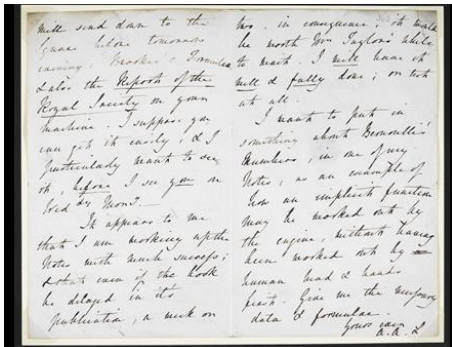


Portrait of Ada as a child by Comte D'Orsay

(Loan request submitted)

Comte d'Orsay seems to have painted little Ada Byron before he met her father at Genoa in 1823. He captures her lively charm.

Images of Lovelace's workings, letters, sketches and Notes on Menabrea's Paper



High quality images to be reproduced with relevant permissions.



Contemporary illustrations of the Lovelace & Babbage story by Sydney Padua.  
(Creative Commons License)

Drawing of Analytical Engine and Video also available subject to permission. <http://sydneypadua.com/2dgoggles/the-marvellous-analytical-engine-how-it-works/>

### Potential interpretative and interactive aspects

Video explaining the analytical engine and difference engine – *potential for sponsor collaboration*

Model of part of the analytical engine (3D printed or other form) - *potential for sponsor collaboration*

Potentially subject to budget, sound recordings of the Ada Lovelace suite heard on headphones

Lego model of the analytical engine and minifigures <https://ideas.lego.com/projects/ab581ae5-7841-48a5-bd03-7b189e789502>



Display on how the first algorithm has developed into today's technology, for instance possibly profiling the Ai Da robot artist by the Aiden Meller Gallery:

A range of hands-on activities to help understanding, including potentially coding workshops and activities - *potential for sponsor collaboration*