

ARTPRIZE 2020

SPONSORSHIP OPPORTUNITIES

SEPT 16-OCT 4, 2020





BENEFACTOR LEVEL SPONSOR TRANSPORTATION GRANTS

Investment: \$10,000

This is an opportunity to be a shared sponsor of our Education Transportation Grants. Each year, we help thousands of students attend ArtPrize and participate in art education programs. We will award these mini-grants directly to K-12 schools to help support their busing costs.

Benefactor Level Sponsor Visibility & Hospitality Benefits:

- ArtPrize Website & Mobile App — Recognition by Alpha & Level
- Official Event Guide — Recognition by Alpha & Level
- ArtPrize Sponsor Seal — Usage for promotional applications
- Preview Week & Clubhouse Access — Accreditation Badges (4)
- VIP Kick-Off Event — Tickets (2)
- Awards VIP Experience — Tickets (2)
- Event Guide & Map — Copies (10)
- Official ArtPrize Poster — Poster (1)

BENEFACTOR LEVEL SPONSOR CLUBHOUSE SPONSOR

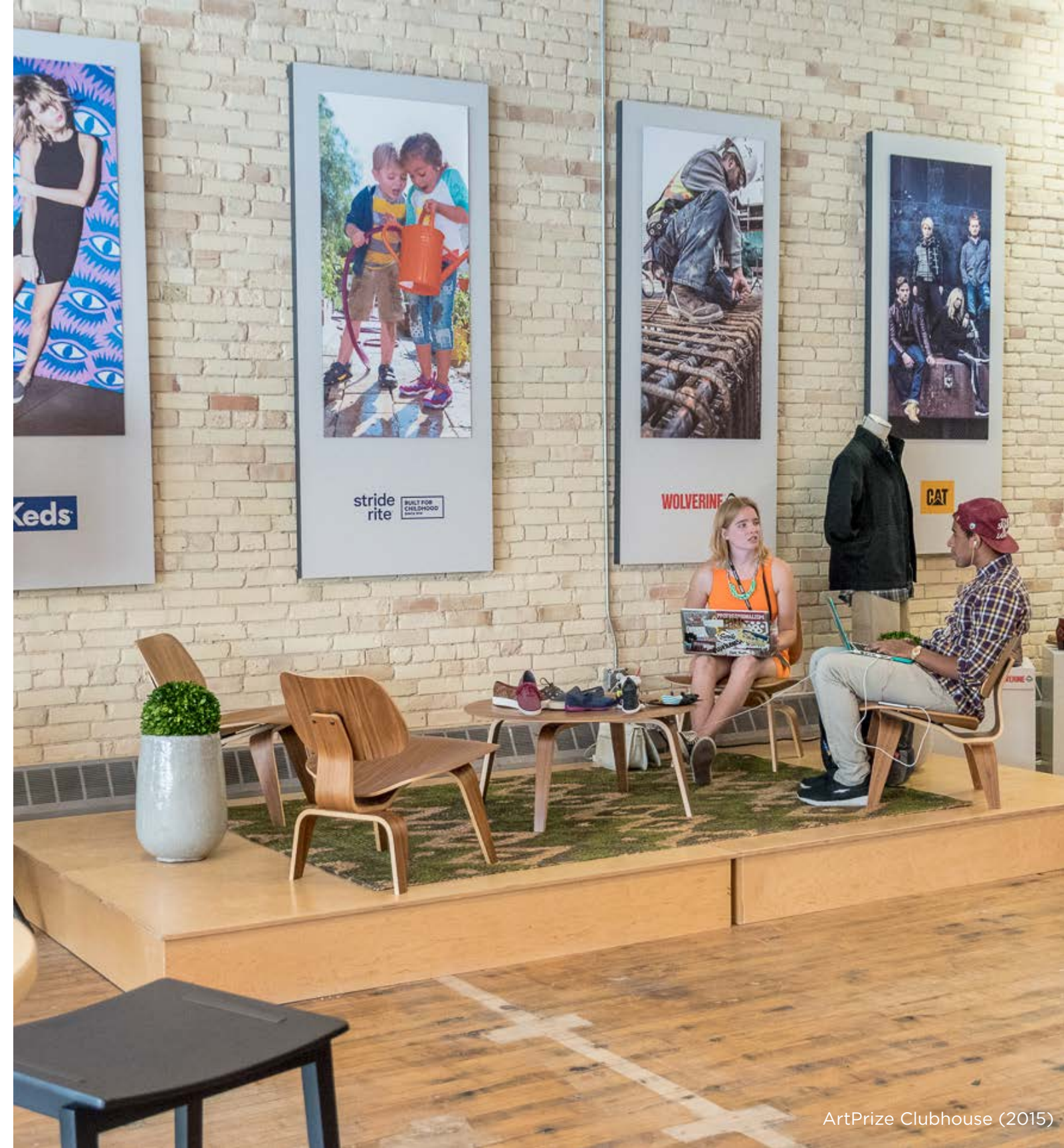
Investment: \$10,000

The Clubhouse is a hospitality center open to more than 5,000 credentialed ArtPrize artists, venues, sponsors, donors and media. This unique space offers a relaxing retreat from the crowds and hosts a daily happy hour during the 19 days of ArtPrize

- Logo recognition on prominent signage within the Clubhouse
- Opportunity to host (1) exclusive Clubhouse special event for clients, customers, staff or other invited guests (subject to availability). Sponsor responsible for applicable food and beverage costs.
- (10) guest day passes to the Clubhouse

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- Event Guide & Map — Copies (10)
- Official ArtPrize Poster — Poster (1)





BENEFACTOR LEVEL SPONSOR SUPPORTING EVENT SPONSOR

Investment: \$10,000

This is an opportunity to be a shared sponsor of an official ArtPrize event. Sponsorship includes logo recognition on event invitation, signage and website (where applicable).

Event Sponsorship Opportunities include:

- ArtPrize Spring Fundraiser
- ArtPrize Eve
- Signature Music Experience
- ArtPrize Awards Afterparty

Benefactor Level Sponsor Visibility & Hospitality Benefits:

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- Event Guide & Map — Copies (10)
- Official ArtPrize Poster — Poster (1)

PATRON LEVEL SPONSOR ADVERTISING

Investment: \$5,000

This is an opportunity to advertise across the Grand Rapids region.

Choose one of the following advertising placements:

- Half page, full color ad in the Official Event Guide (75,000 distribution)
- (1) 30-second ad spot on Rosa Parks Circle LED wall to play twice daily for all 19 days of ArtPrize (175,000+ potential impressions)
- Logo feature as Official Sponsor on (1) day of the ArtPrize e-newsletter (40,000+ subscribers)

Patron Level Sponsor Visibility & Hospitality Benefits:

- ArtPrize Website & Mobile App — Recognition by Alpha & Level
- Official Event Guide — Recognition by Alpha & Level
- ArtPrize Sponsor Seal — Usage for promotional applications
- Preview Week & Clubhouse Access — Accreditation Badges (2)
- VIP Kick-Off Event — Tickets (2)
- Awards VIP Experience — Tickets (2)
- Event Guide & Map — Copies (5)





ArtPrize Opening Ceremony at Rosa Parks Circle (2018)

PATRON LEVEL SPONSOR EXHIBITOR DISPLAY

Investment options:

\$3,500 for (1) day (Monday-Thursday)

\$5,000 for (1) day (Friday-Sunday)

Rosa Parks Circle in downtown Grand Rapids is the epicenter of ArtPrize. Throughout the 19 days of the event, hundreds of thousands visit the park to see art, participate in programming, and experience vendor activations.

This is an opportunity for sponsors to engage directly with visitors during one or more days of the event. Top level benefits include (1) day of exhibiting at our downtown site or other heavily trafficked location with a 10'x10' footprint or similar.

- ArtPrize to provide power
- Sponsor to provide activation and staff

Patron Level Sponsor Visibility & Hospitality Benefits:

- ArtPrize Website & Mobile App — Recognition by Alpha & Level
- Official Event Guide — Recognition by Alpha & Level
- ArtPrize Sponsor Seal — Usage for promotional applications
- Preview Week & Clubhouse Access — Accreditation Badges (2)
- VIP Kick-Off Event — Tickets (2)
- Awards VIP Experience — Tickets (2)
- Event Guide & Map — Copies (5)

FRIEND LEVEL SPONSOR WAYFINDER VISIBILITY SPONSOR

Investment: \$2,500

Support the ArtPrize organization and our volunteers by becoming a day sponsor of our Wayfinders. Additionally, you and your staff have the opportunity to join in for a group volunteer experience

- Logo featured on all volunteer vests for (1) day
- Social media post on relevant channels

Friend Level Sponsor Visibility & Hospitality Benefits:

- ArtPrize Website & Mobile App — Recognition by Alpha & Level
- Official Event Guide — Recognition by Alpha & Level
- ArtPrize Sponsor Seal — Usage for promotional applications
- Preview Week & Clubhouse Access — Accreditation Badges (2)
- Discount on VIP Kick-Off Event — commensurate with investment





FRIEND LEVEL SPONSOR CUSTOMIZED MEDIA PACKAGE

Investment: \$2,500

This is an opportunity to feature sponsor in directed social media content across ArtPrize's social channels that highlight exclusive ArtPrize perks. Content will be shared leading up to and during the competition with the goal of generating buzz and driving traffic into sponsor's locations.

The ArtPrize communication team will work with the sponsor to craft social media posts.

Top Benefits:

- (2) Facebook posts
- (2) Instagram posts
- (1) Twitter post

Sponsor team to provide photography for social posts.

Friend Level Sponsor Visibility & Hospitality Benefits:

- ArtPrize Website & Mobile App — Recognition by Alpha & Level
- Official Event Guide — Recognition by Alpha & Level
- ArtPrize Sponsor Seal — Usage for promotional applications
- Preview Week & Clubhouse Access — Accreditation Badges (2)
- Awards VIP Experience — 25% Discount on (2)

FRIEND LEVEL SPONSOR

FRIEND OF THE ARTS

Investment: \$1,000+

Contribute to the mission of ArtPrize by helping to underwrite the operational costs of the 2020 competition. Together we will continue to draw national and international awareness to Grand rapids, foster talent attraction and retention, and create a more diverse and inclusive community.

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- ArtPrize Sponsor Seal — Usage for promotional applications
- Preview Week & Clubhouse Access — Accreditation Badges (2)
- Discount on VIP Kick-Off Event — commensurate with investment



ArtPrize 10 Visitors (2018)

LET'S GET STARTED!

ARTPRIZE 2020

SEPT 16 — OCT 4, 2020

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**EVERYTHING
IS HAPPENING
RIGHT HERE**