



EVENT/PROGRAM SPONSORSHIP PROPOSAL



CULTURAL CHAOS

A Street Festival with a Twist

- 10,000 visitors in 2015
- Cottage Street business claims their best day in 10 years
- A free event for all ages

With three stages, street performers, food vendors, and Open Studios, Cultural Chaos invites out-of-the-ordinary creativity for all ages and interests to participate in a day long street festival in the heart of the Cottage Street Cultural District.

The Cottage Street Cultural District is made-up of partners that include over 15 businesses, community leaders, and artists.

EasthamptonCityArts.com/culturalchaos

COTTAGE STREET
CULTURAL
CHAOS
EASTHAMPTON MA



EASTHAMPTON BOOKFEST

The Easthampton BookFest presents a full day of events that highlight the rich literary culture in the Pioneer Valley.

- In its first year, over 2000 people attended
- 45% were from outside of Easthampton
- 58% of all attendees visited local restaurants and stores

With events held in venues throughout Easthampton that feature writers, storytellers, poets, illustrators, bookbinders, zine makers, and playwrights, BookFest engages a broad audience from Easthampton, the Pioneer Valley and beyond who are interested in words, books, and thought.

Partners Include:

White Square Fine Books & Art
The Emily Williston Library

EasthamptonCityArts.com/bookfest



ART WALK

Get Your Culture On!

- Citywide event on 2nd Saturday
- Businesses see an average of a 15% increase in sales
- Themed events that includes history, kids, and buy local initiatives.

Every 2nd Saturday of the month, 11 times a year Easthampton hosts Art Walk throughout the downtown bringing hundreds to thousands to the city.

Art Walk includes over 20 galleries, event spaces, restaurants and businesses.

EasthamptonCityArts.com/artwalk



GALLERY

Space Accessible to Artists

- Over 16 exhibitions throughout the year
- Exposing local and regional artists to the community

Giving visual artists access to space to exhibit is inherent to creating a strong and viable cultural community. ECA+ hosts exhibitions in its old Town Hall gallery space and the municipal building.

2016 ECA+ Gallery Schedule

Scout Cuomo

Christopher Sullivan

Overture

Easthampton High School students

Fathering Group Show (Rob Kimmel)

Jamie Williams and Esther White

Fafnir Adamites

David Blair

Lynn Sisler

John N. Colt, Ruth Kjaer, and Faith Lund

Small Works Show & Sale

ECA+ has partnered with the Easthampton Artists Guild to host exhibitions in the Municipal Building gallery space, a hallway gallery that has several hundred people walking through it each week. The Easthampton Art Guild is made up of a diverse group of artists who meet weekly to pursue their art—a group that originated in the Enrichment Center of the Easthampton Council on Aging.

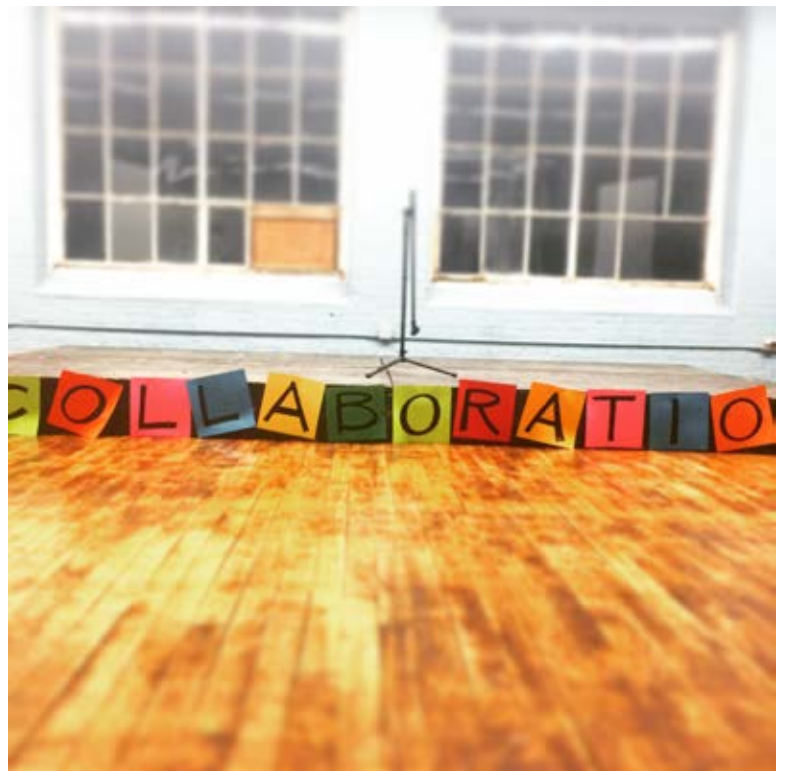


HATCH

A new program that creates leadership and community impact.

- Workshops on marketing, budgeting, and public speaking.
- Partnerships with ECA+ members and local businesses
- Organize a creative project that benefits the City of Easthampton.

Based on MAP, Hatch takes the program out of the space and into the community. Two Hatch projects each year will offer seed funding for a creative project that strives to impact the community. Projects must collaborate with ECA+ creative members, do informational interviews with professional in a similar field, and take core workshops on marketing, public speaking, and budgeting. Projects can include public projects or individual/organizational advancements that have a public component.



LUTA

(Light Up the Arts Holiday Bash)

- ECA+'s foremost fundraising event
- Auction with over 80 participating regional businesses
- Attracts over 250 people.

LUTA has been an annual ECA+ event for over seven years. The event is a celebration of the arts by the community and ECA+ supporters during a festive time of the year. It is the major fundraising event for ECA+ that allows for continuous free public programming for the community and visitors. Help boost our annual donations by supporting this celebratory event and in-turn supporting all ECA+ programs.



MEDIA REACH

Each event provides wide exposure through a variety of media outlets and marketing channels. Please use the table below as a basic guide of the types of advertising, public and community relations opportunities afforded by an event sponsorship.

	LUTA	MAP	Art Walk	BookFest	Cultural Chaos	Gallery	HATCH
Invitations	200+						
Emails to ECA+ constituency	At least 4 (list size 1500 subscribers)	At least 6 (list size 1000 subscribers)	At least 2 (list size 1000 subscribers)	At least 2 (list size 1000 subscribers)	At least 4 (list size 1000 subscribers)	At least 2 per exhibit (list size 1000 subscribers)	At least 4 (list size 1000 subscribers)
Print Advertising		Project Specific	Gazette, Preview	TBD	Gazette, Masslive, Preview	Art New England	Project Specific
Online Advertising	FB	Project Specific	FB	FB	FB, Gazette	FB	FB
Radio Advertising		Project Specific		NEPR	NEPR, River		Project Specific
Posters	150 distributed locally	Project Specific	200 distributed locally	100 distributed locally	200 distributed locally	100 distributed locally	Project Specific
Event Signage	Banner, Tickets	Door Signage			Banners and wristbands		

SPONSORSHIP BENEFITS

ECA+ event sponsorship shows your serious investment in the arts and your support of rich programming that makes our city and region an interesting place to live, work, and visit.

Patron: \$10,000+

Benefits

- Sponsor recognition with logo on all event-related marketing & promotional collateral: postcard, flyers, and posters for all events.
- Logo located prominently on all pages of the ECA+ websites
- VIP privileges at festivals
- Verbal recognition at lectures and workshops
- Monthly recognition through social media outlets and e-newsletters
- One pack of ECA+ Note Cards from the dECAde collection
- Four t-shirts
- Two bumper stickers

Benefactor - \$5,000

Benefits

- Sponsor recognition with logo on all event-related marketing & promotional collateral: postcard, flyers, and posters for all events.
- Logo located prominently on all pages of the ECA+ websites
- VIP privileges at festivals
- Five "shout outs" on Social Media (Facebook and Twitter) during selected events
- One pack of ECA+ Note Cards from the dECAde collection
- Two t-shirts
- Two bumper stickers

Ambassador- \$2,500

Benefits

- Sponsor recognition with logo on event-related marketing & promotional collateral: postcard, flyers, and posters for **three selected events**
- Sponsor recognition with logo on selected event pages EasthamptonCityArts.com
- Two "shout outs" on Social Media (Facebook and Twitter) during selected events
- One pack of ECA+ Note Cards from the dECAde collection
- One Bumper Sticker

Partner- \$1,000

Benefits

- Sponsor recognition with logo on event-related marketing & promotional collateral: postcard, flyers, and posters for **two selected events**
- Sponsor recognition with logo on selected event pages on EasthamptonCityArts.com
- Two "shout outs" on Social Media (Facebook and Twitter) during selected events
- One pack of ECA+ Note Cards from the dECAde collection

SPONSORSHIP BENEFITS

ECA+ event sponsorship shows your serious investment in the arts and your support of rich programming that makes our city and region an interesting place to live, work, and visit.

Sustainer: \$500

Benefits

- Sponsor recognition with logo on event-related marketing & promotional collateral: postcard, flyers, and posters for one selected event.
- Sponsor recognition with logo on selected event page EasthamptonCityArts.com
- One pack of ECA+ Note Cards from the dECAde collection
- One bumper sticker

Curator - \$250

Benefits

- Sponsor recognition with name on event-related emails for one selected event.
- Sponsor recognition and link on selected event page EasthamptonCityArts.com
- One pack of ECA+ Note Cards from the 2015 dECAde collection
- One bumper sticker

Muse- \$150

Benefits

- Sponsor recognition and link on selected event page EasthamptonCityArts.com
- One pack of ECA+ Note Cards from the 2015 dECAde collection
- One Easthampton bumper sticker



SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Burns Maxey at arts@easthampton.org or 43 Main Street, Easthampton, MA 01027.

Please contact us with any questions.

CONTACT INFORMATION:

Company Name

Contact Person

Contact Email Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP SELECTION:

AMOUNT

(SEE BENEFITS PER DONATION AMOUNT)

_____ \$10,000

(all events included)

_____ \$5,000

(all events included)

_____ \$2,500

(select 3 events)

_____ \$1,000

(select 2 events)

_____ \$500

(select 1 event)

_____ \$250

(select 1 event)

_____ \$150

(select 1 event)

EVENT SELECTION

_____ Art Walk
1 Second Saturday
of the month

_____ BookFest (April)

_____ Cultural Chaos (June)

_____ 1 Gallery Exhibition

_____ HATCH

_____ 1 MAP Project

_____ LUTA (December)

PAYMENT INFORMATION

_____ Please send me an invoice.

_____ I have enclosed a check made payable to the Easthampton City Arts+ mailed to 43 Main Street, Easthampton, MA 01027

THANK YOU FOR SUPPORTING THE ARTS IN EASTHAMPTON!

_____ Yes, I'd like to donate a gift to Light Up the Arts Holiday Bash

ITEM DESCRIPTION

VALUE