



Sponsorship Recruitment Packet
Monarch Celebration
July 15-16, 2017
at Hidden Hill Nursery & Sculpture Garden

About the Event:

The Monarch Celebration brings together the arts and the community to celebrate the influence the arts have on our lives. The family-friendly festival includes booths and activities showcasing local artisans and vendors. The event also includes food booths and music, and will take place over two days – Saturday and Sunday, July 15 and 16. Guests will participate in a Monarch Butterfly release, as the butterflies continue on their fascinating migratory path.

The festival coincides with our *Beyond Borders* exhibit, which will take place simultaneously at our gallery at 820 E. Market Street, New Albany, during July 12 – August 11. The exhibit features artwork from local children who have been challenged to express how they view diversity.

Art is like the scientific theory of “The Butterfly Effect”, which suggests that one little ripple in the air can significantly change the course of weather events. We feel that one little exposure to the arts can open up a new perspective for a person, which can have a long-lasting positive impact on their own life, and those around them.

This year the Celebration will be held at a new venue, Hidden Hill Nursery, as we prepare for growth.

About the Arts Council of Southern Indiana:

The Arts Council of Southern Indiana serves as the place where the arts thrive, a convener of arts exposure, a deliverer of arts education, and a leader for the creative community.

We are a gallery, a museum, a library, a school and a store.

We engage with people to experience the arts.

Current and previous programs include but are not limited to, multiple rotating annual exhibits with regional artists, collaborative exhibits with other groups, Art on the Road, Children’s Art Club, Fall Fiddlefest, arts scholarships, public art community projects, and family-friendly events.



Sponsor Levels

The Monarch Celebration serves as a signature fundraiser for the Arts Council. With its date at the beginning of July, it helps kick-start our fiscal year and the funds raised support our Arts in the Community and Arts in the Schools program pillars. Historically, the event has been free to attend, but we are introducing a small ticket fee (\$10 per carload) to both cover expenses and to elevate the fundraising aspect of this event.

This year, specifically, with our new venue and a two-day celebration, sponsors will get maximum promotional exposure. We have engaged with a marketing/public relations provider, who will ramp up the promotional efforts associated with this event.

Thank you in advance for your consideration of sponsorship. Every little bit helps and we appreciate your engagement and commitment to the arts.

Sponsor levels include:

- Title Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

See the next pages for benefits by level.



Presenting Title Sponsor

As the Presenting Title Sponsor of the Monarch Celebration, sponsor will receive:

- Naming recognition for the 2017 Monarch Celebration
- Logo recognition on all printed collateral event materials
- Logo recognition on all electronic event promotions
- Logo recognition on event page on website
- Onsite event signage
- Ad in the printed program
- Year-round title sponsor designation on Arts Council website
- Opportunity to have a display booth at the event
- Opportunity to display literature at the Arts Council table at the event
- Opportunity to address the crowd from the main stage
- Ten (10) tickets to attend the event
- Opportunity to participate in a media interview about the event, as applicable

Bonus: Presenting Sponsor naming recognition for the *Beyond Borders* exhibit at the Arts Council Pat Harrison Arts Center Gallery

Investment to the Arts: \$5,000



Gold Sponsor

As the Gold Sponsor of the Monarch Celebration, sponsor will receive:

- Logo recognition on all printed collateral event materials
- Logo recognition on all electronic event promotions
- Logo recognition on event page on website
- Onsite event signage
- Year-round recognition on Arts Council website
- Opportunity to have a display booth at the event
- Opportunity to display literature at the Arts Council table at the event
- Ten (10) tickets to attend the event

Investment to the Arts: \$2,500



Silver Sponsor

As the Silver Sponsor of the Monarch Celebration, sponsor will receive:

- Logo recognition on all printed collateral event materials
- Logo recognition on all electronic event promotions
- Logo recognition on event page on website
- Year-round recognition on Arts Council website
- Opportunity to have a display booth at the event
- Opportunity to display literature at the Arts Council table at the event
- Eight (8) tickets to attend the event

Investment to the Arts: \$1,500



Bronze Sponsor

As the Bronze Sponsor of the Monarch Celebration, sponsor will receive:

- Name recognition on all printed collateral event materials
- Name recognition on all electronic event promotions
- Name recognition on event page on website
- Opportunity to display literature at the Arts Council table at the event
- Four (4) tickets to attend the event

Investment to the Arts: \$500



The Monarch Celebration Sponsorship Commitment Form

To maximize promotional value, please commit by June 19.

Yes, I am invested in the arts and would like to support the Monarch Celebration.

My company will support at the following level:

- Presenting Title Sponsor - \$5,000
- Gold Sponsor - \$2,500
- Silver Sponsor - \$1,500
- Bronze Sponsor - \$500

Company Name: _____

Contact Name: _____

Address: _____

Phone Number: _____

E-mail: _____

Contact Name/E-mail to Request Logo: _____

(We will need a hi-res jpeg version of your logo.)

Company Name as it Should be Written on Event Materials:

