



EVENT SPONSORSHIP PROPOSAL



greater hartford
arts council

MAKE A DIFFERENCE

... and have *fun* doing it.

IT'S A WIN-WIN.

Sponsoring a Greater Hartford Arts Council event provides you the unique opportunity to connect with the Greater Hartford community, to build brand awareness and show your company's support of an important cause: the arts!

Each event reaches a different key audience segment and provides a fun, entertaining and engaging way for you to "wow" clients, vendors and employees. Feel good about supporting our local arts, heritage and cultural organizations as you enjoy an unforgettable evening.

WE'LL FIND THE RIGHT FIT.

Looking for the opportunity to become a part of one of the biggest events of the year? To put your company name in front of hundreds of sophisticated party goers? Want to show your employees and investors your dedication to our community? Consider a sponsorship at **BIG RED FOR THE ARTS.**

More in the mood for an intimate networking opportunity? Looking for a one-of-a-kind experience to make a big impression? Learn more about sponsoring **MAX'S FARM TO TABLE WINE DINNER.**

If you want to be part of a fun, funky, festive evening, an **ARTINI** sponsorship is right for you. Get your name in front of local young professionals, reward your employees and show your clients how *cool* you really are.

Associate your name with art, support our local artists and receive long-term recognition when you sponsor an exhibit at the **100 PEARL STREET GALLERY.**



Read more about each event, available sponsorship packages and our media reach.



BIG RED FOR THE ARTS

A celebration of good food, great drinks and our outstanding cultural community, **BIG RED FOR THE ARTS** kicks off the annual United Arts Campaign in style.

ABOUT THE EVENT

Each year, 400 arts enthusiasts eat, drink and mingle at the Greater Hartford Arts Council's premier food and beverage tasting event. Sample one-of-a-kind dishes from the best restaurants in the region and dozens of different wines and spirits from around the world as you enjoy the festive atmosphere of our campaign kick-off.

Wine lovers: join us an hour before the main event for a private pre-party VIP reception featuring passed gourmet hors d'oeuvres and an exclusive tasting of special vintages that won't be available for the rest of the evening.



BIG RED FOR THE ARTS

This signature event is an ideal networking opportunity with a substantial, sophisticated audience who appreciate your commitment to our community. Big Red also provides the Presenting Sponsor the exclusive opportunity to reward clients and employees with a VIP experience and to showcase a product or service during the event, developing new customer prospects.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$20,000

Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the Arts Council's web site
- 20 tickets to the main event

Unique Benefits:

- Company name mentioned in all media advertising: print, online and radio (see attached media reach)
- Sponsor advertisement in event program
- 20 tickets to the VIP pre-party wine tasting
- Opportunity to speak to VIP reception attendees
- Sponsor table at the event and the opportunity to display any products, services or company marketing materials

Supporting Sponsor \$5,000

Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters.
- Sponsor listing on select at-event signage and in the event program
- Sponsor recognition and link from the event page on the Arts Council's web site
- 10 tickets to the main event

Gourmet Sponsor \$1,000

Benefits:

- Sponsor recognition on select at-event signage and in the event program
- Sponsor recognition on the event page on the Arts Council's web site
- 5 tickets to the main event



MAX'S FARM-TO-TABLE WINE DINNER

An intimate evening in downtown Hartford's most exclusive restaurant,

MAX'S FARM-TO-TABLE WINE DINNER is a fine dining experience unlike any other.

ABOUT THE EVENT

Join us at Max Downtown, Hartford's undisputed premier fine dining destination, for a special night to benefit the Greater Hartford Arts Council.

Enjoy an unbelievable five-course meal featuring local, seasonal ingredients prepared by the Executive Chef. Each course is paired with a special selection of high-end wines from a nationally renowned vineyard. After the meal, bid on exclusive arts experiences in an exciting live auction and raise your hand during our Fund-In-Need to support Neighborhood Studios, the Arts Council's award-winning summer arts apprenticeship program.



Max's Farm to Table Wine Dinner provides the perfect opportunity to impress valuable customers, wine and dine new clients and give your brand exposure to high-wealth attendees who participate in our cultural community and enjoy the finer things in life. The Presenting Sponsor has the exclusive opportunity to address the audience, highlighting your company's philanthropic philosophy.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$10,000

Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the Arts Council's web site
- Table of 8 at the event
- Opportunity to provide marketing materials and giveaways for attendee gift bags

Unique Benefits:

- Company name mentioned in all media advertising: print and online (see attached media reach)
- Sponsor advertisement in event program
- Opportunity to speak to attendees

Supporting Sponsor \$5,000

Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails and posters.
- Sponsor listing on select at-event signage and in the event program
- Sponsor recognition and link from the event page on the Arts Council's web site
- Table of 4 at the event
- Opportunity to provide marketing materials and giveaways for attendee gift bags

MAX'S FARM-TO-TABLE WINE DINNER



ARTINI

A fun and funky evening for the young professional crowd, **ARTINI** is a creative concoction blending cocktails and cool art.

ABOUT THE EVENT

For one night only, visit Hartford's newest "pop-up" martini bar to try some of the best cocktail creations around! Area restaurants and bartenders serve up their mixology masterpieces to complement the fantastic, one-of-a-kind martini glass sculptures created by local artists and celebrities.

Mix and mingle with young professionals, artists and the "cool crowd" and dance to the tracks of one of Hartford's most prolific DJs.

Try as many different drinks as you like and win the chance to take home your very own piece of martini-inspired art.



An ARTini sponsorship instantly puts your company in front of an audience of local young professionals who enjoy having a good time and supporting their local community. Here's an opportunity to equate your brand with "fun." Sponsorship packages come with plenty of tickets for giveaways, to thank vendors and key stakeholders or to show employees your company's dedication to the arts scene.

 **SPONSORSHIP OPPORTUNITIES**

Presenting Sponsor \$10,000

Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters
- Sponsor listing on all at-event signage and event hand-out
- Sponsor recognition and link from the event page on the Arts Council's web site
- 20 tickets to the event

Unique Benefits:

- Company name mentioned in all media advertising: print, online and radio (see attached media reach)

Supporting Sponsor \$5,000

Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters.
- Sponsor listing on select at-event signage
- Sponsor recognition and link from the event page on the Arts Council's web site
- 15 tickets to the event

Martini Sponsor..... \$1,000

Benefits:

- Sponsor recognition on select at-event signage
- Sponsor recognition on the event page on the Arts Council's web site
- 10 tickets to the event

ARTINI





100 PEARL STREET GALLERY

Art in an unexpected place.

A distinctive exhibition space hiding behind a corporate façade, the **100 PEARL STREET GALLERY** is located in downtown Hartford behind the lobby of 100 Pearl Street, adjacent to the Greater Hartford Welcome Center and the Greater Hartford Arts Council's offices.

Managed by the Arts Council as part of its commitment to supporting local artists, the exhibition space hosts a series of shows all year round featuring the unique artwork of artists living and working in Greater Hartford. From sculpture and installation to painting and photography, the gallery is a flexible space that provides the ideal 'neutral' background to let the art take center stage.



100 PEARL STREET GALLERY

A gallery sponsorship shows your serious investment in the arts and your support of local artists who make our city and region an interesting, lively place to live and work. Exhibit sponsors receive long-term recognition and exposure for the duration of the show and the exclusive opportunity to host a private reception in the intimate gallery space—how about an employee happy hour or a customer thank-you event?

SPONSORSHIP OPPORTUNITY

Exhibit Sponsor..... \$2,500

Exclusive Benefits:

- Sponsor recognition in 100 Pearl Gallery exhibition brochure and calendar, mailed to 15,000 mailing list subscribers (commitment must be received by October 1)
- Sponsor recognition on all exhibit-related marketing and promotional collateral: exhibit postcards distributed to approximately 1,000 mailing list subscribers; e-mail announcements and reminders sent to approximately 7,500 subscribers
- Sponsor recognition on in-gallery signage and exhibit banner outside the building
- Sponsor recognition on the 100 Pearl Street Gallery page on the Arts Council's web site
- Invitations to the exhibit's public opening reception
- Opportunity to speak to attendees at the opening reception
- Opportunity to host a private reception in the gallery space (Arts Council staff will reserve space, arrange logistics and someone to speak about the exhibit; sponsor is responsible for any catering, rental or additional event costs)



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.*

**Refer to your sponsor contract for specific recognition opportunities and requirements. Each sponsor should provide a high-quality color and black-and-white logo (.EPS or vector logos preferred) to the Arts Council with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.*

	BIG RED FOR THE ARTS	MAX'S FARM TO TABLE	ARTINI
Printed Invitations	Approx. 500 sent	N/A	N/A
E-Mails	At least 4 (list size approximately 12,000 subscribers)	At least 2 (list size approximately 12,000 subscribers)	At least 3 (list size approximately 12,000 subscribers)
Print Advertising	Hartford Courant (2) Hartford Advocate (2) Hartford Magazine (1)	Hartford Advocate (2) Hartford Magazine (1)	Hartford Advocate (4)
Online Advertising	CTNow.com, CT.com, CBS Radio sites (WTIC, WDRC, WRCH)	Courant.com, CT.com	CTNow.com, CT.com, CBS Radio sites, Pre-roll ads
Radio Advertising	N/A	N/A	WTIC-FM, WCCT
Posters	150 distributed locally	N/A	100 distributed locally
Flyers	N/A	N/A	500 distributed downtown
Postcards	Save the date, approx. 1,000 sent		Approx. 500 sent
Event Signage	Banners, digital displays, VIP reception signage	Large-scale posters & materials in gift bags	Take pART ads ("My Company Takes pART")



SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Brooke Greenwood, Events Manager, at BGreenwood@LetsGoArts.org or by fax at 860-278-5461. Please contact us with any questions.

CONTACT INFORMATION:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP PACKAGES:

BIG RED FOR THE ARTS

- ____ \$20,000 Presenting Sponsor
- ____ \$5,000 Supporting Sponsor
- ____ \$1,000 Gourmet Sponsor

MAX'S FARM TO TABLE WINE DINNER

- ____ \$10,000 Presenting Sponsor
- ____ \$5,000 Supporting Sponsor

ARTINI

- ____ \$10,000 Presenting Sponsor
- ____ \$5,000 Supporting Sponsor
- ____ \$1,000 Martini Sponsor

100 PEARL STREET GALLERY

- ____ \$2,500 Exhibit Sponsor

PAYMENT INFORMATION:

____ Please send me an invoice

____ I have enclosed a check made payable
to the Greater Hartford Arts Council

____ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code



**THANK YOU FOR
SUPPORTING
THE ARTS!**

Once we receive your completed sponsorship form, Arts Council staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to BGreenwood@LetsGoArts.org. All materials will be sent for your approval before going to print.

\$

Total Sponsorship Cost

Signature

Date