

INLIQUID™

Major Art Events

Sponsorship Proposal

2021 Season



Dear Friend,

In 1999 I founded InLiquid, a nonprofit dedicated to connecting artists and audiences in Philadelphia, because everyone needs art in their lives to be exuberant and to find hope, beauty, and purpose. InLiquid was founded to help artists build sustainable careers, and to make the work of Philadelphia's dynamic visual arts community accessible to all.

Today this mission is more imperative than ever, and our creative community continues to make art accessible to all. InLiquid is creating opportunities for people to use art as a catalyst for civic engagement and expression, and for calls for social change.

In 2020, InLiquid worked with 644 artists to advance their careers and present their work to new audiences with free art exhibitions, hands-on workshops, and creative events in person and online. Your generous support of InLiquid provides this free arts programming to over 25,000 people in person and over 100,000 unique web visitors annually. Thank you!

Our annual Benefit Art Auction will be held April 7-11 both in person and online. With 200 works of art for public viewing during socially distanced gallery hours at the Crane Arts Building and feature everything in an online auction – viewable from anywhere.

This year, we are offering combined sponsorship with donor acknowledgement, marketing, and activations at all three of our biggest events:

- ***The InLiquid Benefit Art Auction***, April 7 -11
 - at Crane Arts Building, 1400 N American St, Philadelphia
- ***Art for the Cash Poor***, June 12
 - at NextFAB, 1800 N American St, Philadelphia
- ***Sculpture in the Glen III***, September 25-November 1
 - **Vernissage on October 2**
 - at the Burch Estate, Gladwyne

The following pages detail the events, levels of support and benefits. If you have any questions, please contact Development Director, Juliette Cook by e-mail at juliette@inliquid.org, or by phone at 917-385-5486 (c) or 215-235-3405 (o). Your consideration is so appreciated. All contributions are tax deductible. On behalf of the artists and audiences we serve, thank you for your generous time and support.

Warmest regards,



Rachel Zimmerman
Founder, Executive/Artistic Director, InLiquid

P.S. InLiquid is a 501(c)(3) nonprofit and as such, all contributions are tax deductible to the extent allowed by law. Your consideration is so appreciated. Thank you.

InLiquid Major Art Events 2021 Season

Sponsor the 2021 Special Event Season of InLiquid. Support of these events directly contributes to supporting InLiquid's ability to produce over 40 exhibitions and professional support to over 300 artists year-round.



The InLiquid Benefit Art Auction

April 7-11

Our annual Benefit auction showcases a curated collection of contemporary art by over 200 local and regional artists. Proceeds from art sales support InLiquid and each artist directly. This year, we will hold the auction both in person and online. We will display the auction items for public viewing during socially distanced openings at the Crane Arts Building, and feature everything online as well, for those who do not wish to venture out. InLiquid's annual Benefit auction is a leading cultural and social event in Philadelphia that showcases a premier collection of contemporary art alongside items and gift certificates from local restaurants and businesses. Family-friendly art activities, on-site hospitality, private event opportunities, and event customization will be available for sponsors.

www.inliquid.org/benefit /bidding platform: www.inliquid2021.givesmart.com



InLiquid's Art for the Cash Poor

Saturday, June 12

Join InLiquid and over 100 Philadelphia artists at the new NextFab space at 1800 North American Street. The 21st annual installment of InLiquid's Art for the Cash Poor is a Philly-centric affordable art fair – a free, public, block-party and art sale directly benefiting local artists and craftspeople. All artwork is available for between \$1 and \$199. Family-friendly art activities, on-site hospitality, private event opportunities and event customization are available for sponsors.

www.inliquid.org/aftcp

Sculpture in the Glen III

INLIQUID™

Sculpture in the Glen III

September 25 - November 1

Vernissage Saturday, October 2

View sculptures from Philadelphia area sculptors displayed throughout eight acres of preserved open space in Gladwyne, on the Burch Family property alongside Mill Creek. Sponsors will enjoy an elegant, "glamping style" vernissage, an exclusive preview of the outdoor sculpture exhibition with refreshments and a chance to meet the artists. Sponsors also enjoy admission to the sculpture garden throughout the month of October. All work is by Philadelphia's leading sculptors and is available for purchase. Meet the artists and curators on site, listen to acoustic music and bring a chair or blanket and enjoy the surrounding nature and art. Dress for a fashionable walk through the woods. Vernissage tickets, family-friendly art activities, on-site hospitality, private event opportunities and event customization will be available for sponsors

www.inliquid.org/sitg

InLiquid 2021 Sponsorship Levels

The following benefits are applied to one of the events of the sponsor's choice

\$500 - Friend - mention, listing, basic benefits, one event & joins the Friends of InLiquid

- 2 Vernissage Event tickets
- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Logo inclusion on event invitation
- Mention in InLiquid blog articles
- Mention in all press material
- Social media post

\$1,000- Bronze

- 2 Vernissage Event tickets
- On site hospitality for 2
- Table/space at event for your company's promotional materials
- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Logo inclusion on event invitation
- Mention in InLiquid blog articles
- Mention in all press material
- Social media post

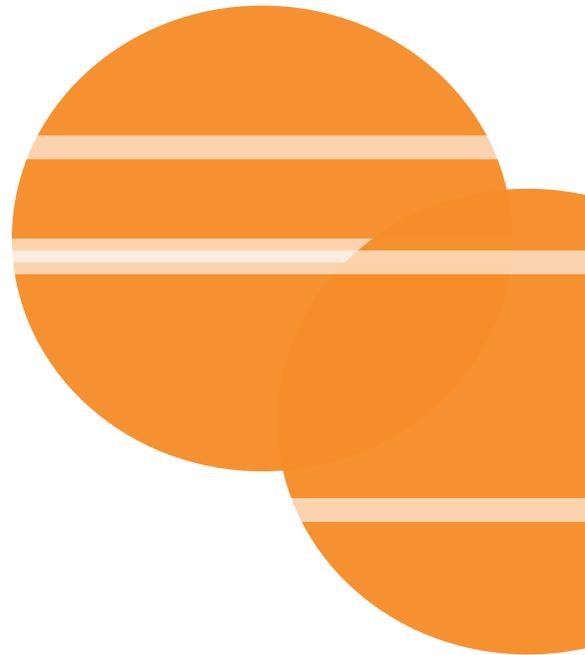


The following benefits are applied to all three of InLiquid's major events

\$2,500- Silver Season -sponsor listing and presence/table at all three events

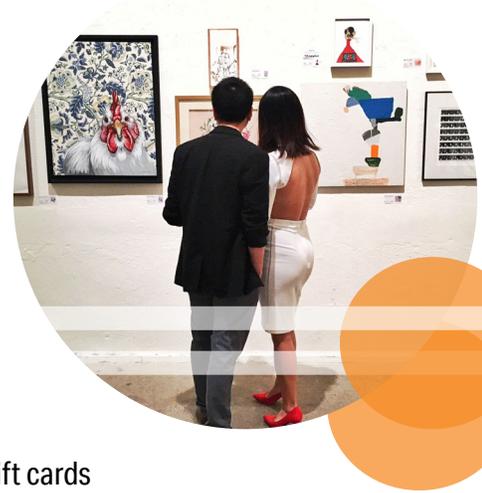
- 4 Vernissage Event tickets
- On site hospitality for 4 at all events
- Table/space for your company's promotional materials at one event of your choice
- Logo inclusion on all event websites
- Logo inclusion in all event signage
- Logo inclusion in all event eblasts
- Logo inclusion in all event invitations
- Mention in InLiquid blog article
- Mention in all press materials
- Social media post for each of 3 events
- Photo opportunities at each event

Levels Continue



\$5,000 – Gold Season –benefits for all three events

- 8-Vernissage Event tickets
- On site hospitality for 8 at all events
- Table/space at 2 events for your company's promotional materials
- Logo inclusion on event website
- Logo inclusion in event signage
- Logo inclusion in event eblast
- InLiquid blog article about our partnership
- Mention in all press materials
- Social media post for each of 3 events
- Photo opportunities at each event
- Private viewing hours
- Private artist's talk for your company
- Benefit Auction gift card to start off your purchase-4-\$25 gift cards or 2-\$50 gift cards



\$10,000 – Platinum Season —benefits for all three events

- 16-Vernissage Event tickets
- On site hospitality for 16 at all events
- Table/space at all 3 events for your company's promotional materials
- Logo inclusion on event website
- Logo inclusion in event signage
- Logo inclusion in event eblast
- InLiquid blog article about our partnership
- Mention in all press materials
- Social media post for each of 3 events
- Photo opportunities at each event
- Private viewing hours
- Private artist's talk for your company
- Benefit Auction gift card to start off your purchase
8-\$25 gift cards or 4-\$50 gift cards
- VIP event parking



\$25,000- Presenting Sponsorship of Sculpture In The Glen III

- 50 Vernissage Event tickets
- On site hospitality for 50
- Table/space at all 3 events for your company's promotional materials
- Logo inclusion on event website
- Logo inclusion in event signage
- Logo inclusion in event eblast
- InLiquid blog articles about our partnership, corresponding with 2 events
- Mention in all press materials
- Social media post for each of 3 events
- Photo opportunities at each event
- Private viewing hours
- Private artist's talk for your company
- Benefit Auction gift card to start off your purchase-12-\$25 gift cards or 6-\$50 gift cards
- VIP event parking



Custom sponsorships are available. Let us design a sponsorship to suit your needs. Contact Development Director, Juliette Cook by e-mail at juliette@inliquid.org, or by phone at (c) 917-385-5486 or (o) 215.235.3405.

INLIQUID™ Sponsorship Commitment Form

Please type or print clearly.

Sponsor Name _____
(how you prefer to be credited)

Contact Person _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____

Email _____ Web _____

Sponsorship Level selected:

- | | | |
|---|---|--|
| <input type="checkbox"/> Friend \$500 | <input type="checkbox"/> Silver \$2,500 | <input type="checkbox"/> Platinum \$10,000 |
| <input type="checkbox"/> Bronze \$1,000 | <input type="checkbox"/> Gold \$5,000 | <input type="checkbox"/> Presenting \$25,000 |

Sponsorship Event Choices

\$500 and \$1,000 Event choice _____

\$2,500 Table option choice _____

Payment being sent via

(Secretly InLiquid loves avoiding service fees - checks are always welcome, but if it's easier for you we will gladly assist in processing a cc)

- Check Credit Card

Please provide us with your promotional materials and a copy of your logo.

Logo (hi res vector required for print materials) Sent: e-mail web link: _____

Promotional Photo

Send us a promotional photo that can be used to highlight you or your business, through pre-event publicity.

(hi res required for print materials) Sent: e-mail web link: _____

Information can be sent to:

InLiquid
Attn: Juliette Cook
1400 N. American Street #314
Philadelphia, PA 19122.

Images & Logos can be sent via email to Juliette Cook, Director of Development at juliette@inliquid.org. Any questions call 917-385-5486 (c) or 215-235-3405 (o).