



# SHOWCASE

## *Hayloft Gallery*

### **PLATINUM SPONSOR**

**Entire Year=Minimum of 6 Exhibits  
\$6000**

### **GOLD SPONSOR**

**Half-Year, ±3 Exhibits  
\$3000**

### **SILVER SPONSOR**

**One Themed Exhibit, about 2 mo.  
\$1000**

**"Meet The Artists" Reception Sponsor  
\$100 - \$500**

**People's Choice Awards  
\$50 Each Exhibit  
\$50 - \$300**

**Printed Program Sponsor  
\$50 - \$200**

## *Breezeway Gallery*

### **PLATINUM SPONSOR**

**Entire Year of Special Exhibits  
\$3000**

### **GOLD SPONSOR**

**Half-Year of Special Exhibits  
\$1500**

### **SILVER SPONSOR**

**One Special Exhibit  
\$500**

**Meet The Artist(s)/Opening Sponsor  
\$75 - \$200**

**Printed Materials Sponsor  
\$50 - \$100**

**Special Named Artist's Award  
?**

## *DIY Sponsorship*

A Showcasing Sponsorship can be tailored to reflect your or your business's unique character or means.

### **One Example:**

Choose to sponsor one People's Choice Award in the themed exhibit of your choice with a special "twist." Schedule an in-person presentation of the Award, and sponsor a streetside banner noting your business as the P.C. Sponsor during the exhibit (usually 2 months).

## *SPONSOR BENEFITS*

- Logo/name on news releases sent to 50+ media outlets
- Mention in our weekly e-newsletter sent to ~2200 recipients
- Exhibiting Artists' invitations mailed to ~700 regional artists and members
- Website announcements/schedules/forms (approx. 200 hits/week)
- Gallery schedule page included in class catalog mailed to 1500
- Special signage for each show/space

*The Jacksonville Center is committed to consistently excellent quality in all exhibits showcasing the region's creativity – this commitment includes excellence in all promotional material, facilities, and events.*



# EDUCATE

## Marketing

Help us spread the word about The Jacksonville Center, in return, your business name & logo appears on our promotional materials, reaching a quality pool of potential customers across the region.

- Annual Class Catalog** **\$5000**  
Mailed to 1500
- Instructor Post Cards** **\$2500**  
Carried by teachers to shows & arts centers across the country
- Promotional Posters** **\$1000**
- Monthly Mailers** **\$500**  
Fliers, class postcards, student notices, etc.

## Studio

Our studios and classrooms set the stage for our educational experiences. Your sponsorship can support anything from an entire studio facility and its activities for a year, to a single day of instruction.

- Each Major Studio** **\$5000**  
Blacksmithing, Pottery & Glass
- Classroom** **\$1000**  
Two-dimensional arts, fiber arts, sculpture, children's classes
- Instructor fees & per diem** **\$150/day**
- Guest Instructor Lodging**  
**\$60/night weekdays &**  
**\$90/night Fri & Sat**

## Bring Art To A Life

Everyone deserves art. Scholarships help provide widespread access to creative expression.

- NEW! In-School Outreach**  
**(1 semester)** **\$1000**  
Bring art activities to 50 children for five days
- Guest Artist Workshop** **\$750 - \$5000**
- Summer Art Camp for Kids** **\$80/pupil/day**
- Adult Class Tuition** **\$75/day**
- Inspire our wise ones w/art** **\$500**  
Help us start a NEW program of outreach into our regional senior & retirement centers.

## Benefits On Wheels

Student and instructor hospitality is vitally important to us and, we hope you'll agree, is a signature of our region.

- Snack & Drink Canteen** **\$1000**  
Roll-around kiosk with your logo travels across campus to all studios daily.
- Student Tote Bags** **\$250 - \$1000**  
As students carry home work produced, they also carry your logo to their regions (cost varies by length of sponsorship and decorative design).

## Grant a Wish

Our experienced instructors inform us that we still need specific items in each of the studios and classrooms. You can grant these instructors wishes, from the purchase of a forge tool for \$100 straight through to a specialized piece of equipment for the glass studio at \$2000. The things on our wish list will enhance the student & instructor experience while they're in our beautiful region.

## Sponsor Benefits

- News releases sent to 50+ media outlets
- Mention in our weekly e-newsletter sent to ~2200 recipients
- Class registration & evaluation forms mailed to 1000 members, instructors, artists, etc.
- Website announcements, schedules & registration forms (approx. 200 hits/week)
- Outside signage for special classes, Center posters & brochures
- Class fliers placed strategically in region

The Jacksonville Center is committed to consistently excellent quality in all art and crafts classes educating the region's underserved rural citizenry and visiting public.



# SPECIAL EVENTS

## Presentation Events

The Center’s special events are gatherings dedicated to enhancing our members’ and audiences’ lives. Special events offer: access to high-quality handmade gifts; seasonal youth activities; professional and hobbyist artisans introducing themselves to new or expanded potential markets; a welcome for a new enterprise in the region; and more.

<b>Annual Event – Platinum</b> (e.g. WinterFest, Halloween KidFest)	<b>\$2500</b>
<b>Annual Event – Gold, Silver</b>	<b>\$625 - \$1875</b>
<b>Members Event – Platinum</b> (e.g. Silent Auction, Members-only dinners, etc.)	<b>\$1500</b>
<b>Members Event – Gold, Silver</b>	<b>\$375 - \$1125</b>
<b>Arts In Action Day</b> Open Studio Demos	<b>\$250 - \$750</b>
<b>First Fridays</b> A Community-Wide Art-Lovers Event	<b>\$150- \$350</b>
<b>Live Art Auction</b>	<b>\$200 - \$2500</b>

### DIY Sponsorship

A Special Events Sponsorship can be tailored to reflect your or your business’s unique character or means.

**Examples:**  
 Select an event you’d like to enhance and purchase a live music component; or add a raffle with a donated prize.  
 OR: If your business would like to see a new event offered to the citizens of our community, we can offer resources, brainstorming ideas, contacts, and an enormous marketing reach.

### Sponsor Benefits

- ° News releases sent to 50+ media outlets
- ° Mention in our weekly e-newsletter sent to ~2200 recipients
- ° Streetside banner announcing event and dates/times (if open to the public)
- ° Website announcements & schedules (approx. 200 hits/week)
- ° All menus, programs, music schedules, special award announcements, etc.
- ° Direct-mail brochures & site posters



# We’re Listening

## In-Kind & Special Programs

**Share your ideas with us!**

We have additional programs and opportunities that might interest you, including:

- “Greening” of Our Campus & Facilities
- Building Plans
- Building & Grounds Maintenance
- Landscaping, including a Permaculture Plan
- Employee Training/Teambuilding Programs
- Community Service options for employees
- Birth of a Woodworking Studio
- Gallery Lighting Partnerships

*The Jacksonville Center is committed to consistently excellent quality in all art and crafts events, not only those offered for the wider public, but also those designed exclusively for our membership, or by our business partners.*