



Artspace Collectors Gala
November 23, 2013

Sponsorship Packet

Artspace inspires individual creativity by engaging the community in the process of the visual arts. A non-profit visual art center, Artspace is dedicated to providing inspiring and engaging arts education and community outreach programs, creating a dynamic open studio environment of more than 30 professional artists, and presenting nationally acclaimed exhibitions.

About Artspace

In 1986, Artspace opened its doors with the help of local artists, art advocates, and city leaders with a foresight and understanding that Raleigh needed a hub for the creative class and an anchor for the rediscovered City Market area of downtown. We have witnessed the growth and revitalization of downtown Raleigh for 25 years. Artspace is a unique asset, offering the only nonprofit venue where the public can immerse themselves in the creative process as it takes place, engage with local and national artists to discuss their work and inspirations, and to witness the work of emerging and established artists from across the country and abroad.

Located in downtown Raleigh in the historic Sanders Ford building, the Artspace facility was once the city's livery and later Sanders Ford Car Dealership. Today this 30,000 square foot facility is home to 35 artists working in a variety of media, along with three exhibition spaces, an education space, a gift shop, and administrative offices. Artspace is one of the largest open studio environments in the country and the premier open studio environment in North Carolina.

As you consider your investment in Artspace, please keep in mind that the arts are a powerful economic engine, driving businesses, creating jobs and prompting prospective employees to relocate to our area, and drawing cultural tourists to spend their vacations with us. Raleigh and Wake County are at the top of countless "Best Places to Live" lists because of the cultural vitality of the area. The arts, and Artspace, play a significant role in this vitality.

With support from individuals, businesses, and foundation sources, Artspace continues to grow from a local leader in the arts to a nationally known organization that serves as an example of the positive impact visual art can have on a community – inspiration, comfort, education, and a measurable impact on our local economy.

12th Annual Collectors Gala

On **Saturday, November 23rd**, Artspace will host the 12th Annual Collectors Gala. We anticipate 500 guests will join us to celebrate over 25 years of Artspace in downtown Raleigh. The evening will feature cocktails, heavy hors d'oeuvres and small plate stations in Gallery 1 and 2. Outstanding local, regional, national and international art will be available in the silent auction and live auction.

The Collectors Gala is the only major fundraiser held by Artspace each year. Funds raised support upcoming exhibitions, educational programming, and community outreach efforts. Each year, Artspace must raise over \$850,000 to meet our budget; some 12% of that comes directly from the Collectors Gala. With your support and involvement, this year's Gala will be another huge success for Artspace and the Triangle arts community.

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Event Details

Important Dates

- August 26 Save the Date cards mailed to approximately 2,500 addresses
- Sept. 13 Deadline for sponsors to be listed in Gala invitation
- October 11 Event invitation mailed to approximately 2,500 addresses
- Oct 11 Individual tickets are released for sale
- Nov 1 Live & Silent auction previews posted on Artspace web site
- Nov 8 RSVP deadline for reservations and individual ticket holders
- Nov 23 Collectors Gala, 6pm

Target Audience

Artspace is free and open to the public, serving people from all walks of life – Triangle residents, tourists, students ages 8 through adult, families, local artists, etc.

The Collectors Gala is open to all art lovers looking for a fun, interactive, and truly inspiring arts organization to support. Tickets are \$150 per person and sponsorships are available starting at \$1,500. Event invitations are sent to Triangle business and government leaders, Artspace members and supporters, and arts organizations around the southeast United States. The gala is popular with long-time Artspace supporters as well as young professionals, seasoned executives, and city, county, and state elected officials.

Marketing and Public Relations

Press releases are sent to all local newspapers, radio outlets, television stations, and online resource sites each fall. Artspace maintains media partnerships with television, radio, print and online sources to place free or reduced-price advertisements and public service announcements about the event.

Information about the event will be included in our bi-monthly newsletter, a monthly e-newsletter, and on the Artspace web site. The Artspace newsletter is mailed to some 1,500 households and distributed throughout the Triangle. The e-newsletter goes out to 2,500 e-mail addresses and we log 12,000 unique web site visitors each month. In addition, our social media efforts include Facebook with over 2700 fans, Twitter with over 2500 followers, as well as accounts on Pinterest, Instagram, YouTube, and Flickr.

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Sponsorship Benefits

PRESENTING SPONSOR: \$10,000

- **Sixteen** tickets to the Gala and **sole sponsorship** of an Artist Studio
- Access to Artspace **artists' work for up to 12 months display** in your office(s)
- Free rental to **host a private reception** for clients/employees during sponsored exhibition
- Recognition as an Artspace **Gallery One exhibition sponsor** during 2013-14 (**first choice**)
- **Premiere** recognition on invitations, event publicity, event signage and during Live Auction
- Invitation to private sponsor reception to be held in 2013
- Complimentary Artspace annual memberships for all guests
- Discount on membership for all company employees

EVENT SPONSOR: \$ 7,500

- **Fourteen** tickets to the Gala and sponsorship of an Artist's Studio (may be shared)
- Access to Artspace **artists' work for up to 6 months display** in your office(s)
- Free rental to **host a private reception** for clients/employees during sponsored exhibition
- Recognition as an Artspace **Gallery One exhibition sponsor** during 2013-14
- **Priority** recognition on invitations, event publicity, event signage and during Live Auction
- Invitation to private sponsor reception to be held in 2013
- Complimentary Artspace annual memberships for all guests
- Discount on membership for all company employees

PLATINUM SPONSOR: \$ 5,000

- **Twelve** tickets to the Gala and Platinum sponsorship of an Artist's Studio (may be shared)
- Free **team-building workshop** opportunity for employees led by an Artspace artist
- Opportunity to be named as an Artspace **Gallery One exhibition sponsor** during 2013-14
- Acknowledgment on invitations and at event
- Invitation to private sponsor reception to be held in 2013
- Complimentary Artspace annual memberships for all guests
- Discount on membership for all company employees

GOLD SPONSOR: \$ 2,500

- **Ten** tickets to the Gala and Gold Sponsorship of an Artist's Studio (may be shared)
- Opportunity to be named as an Artspace **Gallery Two exhibition sponsor** during 2013-14
- Acknowledgment on invitations and at event
- Invitation to private sponsor reception to be held in 2013
- Complimentary Artspace six-month memberships for all guests
- Discount on membership for all company employees

SILVER SPONSOR: \$ 1,500

- **Eight** tickets to the Gala and Silver sponsorship of an Artist's Studio (may be shared)
- Acknowledgment on invitations and at event
- Invitation to private sponsor reception to be held in 2013
- Complimentary Artspace three-month memberships for all guests
- Discount on membership for all company employees



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Sponsorship Form

Please indicate Level of Commitment:

_____	Presenting Sponsor	\$10,000
_____	Event Sponsor	\$ 7,500
_____	Platinum Sponsor	\$ 5,000
_____	Gold Sponsor	\$ 2,500
_____	Silver Sponsor	\$ 1,500

Please complete the following information for our files:

Contact Person

Company Name

Address

City, State Zip

Phone Number

E-mail

Please check one:

- Check enclosed, made payable to Artspace
- Bill me in full October 1, 2013
- Bill me at 50% (Oct 1, 2013 + Jan 1, 2014)

Thank you for your support of the 2013 Collectors Gala. Artspace is a 501(c)(3) nonprofit organization, therefore contributions are tax deductible to the extent allowed by law. Please refer to your receipt for the tax-deductible portion of this contribution.

Authorizing Signature

Date

Please remove this sheet and return to Artspace, Attn: Rae Marie Czuhai, 201 E. Davie St, Raleigh, NC 27601. Fax 919-821-0383