



Dear (CEO/CSR Manager/Business Owner),

We cordially invite you to participate as a sponsor for the Annual Monarch Festival at Art on the Parish Green. This is an inclusive regional arts festival featuring art, live entertainment, food trucks, local breweries and wineries, kids zone activities and the infamous butterfly tent and release.

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

We invite everyone to come and help support the arts and the friars while celebrating local arts, music, butterflies, families and food.

In the past, this event has raised thousands of dollars that allowed us to fulfill both of our missions in the community and schools.

Your sponsorship for this event, which has the potential to bring in over 7,000 people, helps to defray the cost of organizing the event. Funds used from sponsorships help offset costs so that proceeds from the event can further these ministries.

We have several different types of sponsorships from cash to in-kind donations. We have listed the incentives and perks that your company can enjoy should you become a sponsor (Please see attached Sponsorship Document).

Please look at the attached Sponsorship brochure to see what level is right for you. If you have any questions, you can also call Brian Bell at 502-552-8001 or Paig Trinkle at 812-949-4238.

Thank you in advance for your generous donation

## Sponsorship Packet

### Monarch Festival at Art on Parish Green

#### About the Event:

The Monarch Festival at Art on the Parish Green 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 Saturday, Sept 7th. Guests will participate in a Monarch Butterfly release as the butterflies continue their fascinating migratory path.

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 a new perspective for a person, which can have a long-lasting positive impact on their own life, and those around them.

#### About the Arts Alliance of Southern Indiana:

The Arts Alliance 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.

The Arts Alliance of Southern Indiana promotes the arts in Clark, Floyd, and Harrison counties through partnerships with individuals, groups, and businesses. We leverage our events, programming, and space as platforms for community arts engagement.

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 Fiddle fest, arts scholarships, public art community projects, and family-friendly events.

## Sponsorship Levels

This year, specifically, with our venue and festival, 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:

- **DISTINGUISHED PATRON OF THE ARTS (1 available)**
- **FRIEND OF THE ARTS (3 available)**
- **PATRON OF THE ARTS (5 available)**
- **SUPPORTER OF THE ARTS (unlimited opportunities)**

See the following pages for benefits by level.

## DISTINGUISHED PATRON OF THE ARTS

As the Distinguished Patron Title Sponsor of the Monarch Festival at AOTOG, sponsor will receive:

- Naming recognition for Metamorphosis Sponsor for the 2024 Monarch Festival at Art on the Parish Green
- Logo recognition on all printed collateral event materials
- Logo recognition on all electronic event promotions
- Logo recognition on festival website
- Onsite event signage
- Ad in the printed program
- Year-round title sponsor designation on both websites
- Opportunity to have a display booth at the event
- Opportunity to display literature at the Arts Alliance and the St. Paul Art on the parish Green tables at the event
- Opportunity to address the crowd from the main stage
- Ten (10) VIP packages and parking passes to attend the event
- Opportunity to participate in a media interview about the event, as applicable

**Investment to the Arts: \$10,000**

## FRIEND OF THE ARTS

As the Friend of the Arts Sponsor of the Monarch Festival at AOTPG, the sponsor will receive:

- Logo recognition on all printed collateral event materials
- Standalone Banner displayed at the event for the Sponsorship
- Logo recognition on all electronic event promotions
- Logo recognition on festival website
- Onsite event signage
- Year-round recognition on both websites
- Opportunity to have a display booth at the event
- Opportunity to display literature at the Arts Alliance and AOTPG tables at the event

Investment to the Arts: \$5,000

## PATRON OF THE ARTS

As the Patron of the Arts Sponsor of the Monarch Festival at AOTPG, the sponsor will receive:

- Logo recognition on all printed collateral event materials
- Logo recognition on all electronic event promotions
- Logo recognition on festival website
- Year-round recognition on Arts Alliance and St. Paul websites
- Opportunity to display literature at the Arts Alliance and AOTPG tables at the event

**Investment to the Arts: \$3,000.00**

## SUPPORTER OF THE ARTS

As the Supporter of the Arts Sponsor of the Monarch Festival at AOTPG, the sponsor will receive:

- Name recognition on all printed collateral event materials – sponsored banner on booth
- Name recognition on all electronic event promotions
- Name recognition on festival website
- Opportunity to display literature at the Arts Alliance and AOTPG tables at the event
- 4 to 6 volunteers from the Booth Sponsor can work the booth and promote their products.
- Announcements throughout the day about sponsorship.

**Investment to the Arts: \$1000**

# Monarch Festival at Art on the Parish Green

Sponsorship application for September 7th, 2024, at St Paul Campus.

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact person: \_\_\_\_\_

Contact email: \_\_\_\_\_ Phone number: \_\_\_\_\_

Web site address: \_\_\_\_\_

Sponsorship level (please circle):

DISTINGUISHED PATRON OF THE ARTS

PATRON OF THE ARTS

FRIEND OF THE ARTS

SUPPORTER OF THE ARTS

We plan to send materials/giveaways for the information booth:    Yes    No

If yes, what item would you like us to include: \_\_\_\_\_

Sponsors can choose to have company name listed in print and on website. Please write your company name exactly how you'd like it to appear on website, signage, etc.

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Artwork and logos should be submitted to [brian@artscouncilsi.org](mailto:brian@artscouncilsi.org)

- Company names for signs will be printed only in one color and should be submitted as you would like them to appear.
- Logos for signage should be submitted as hi-res (300 dpi) JPEG or EPS files. Most Photoshop and illustrator files can also be accepted. Res (300 dpi), JPEG or EPS files.
- Logos for the web site should be submitted as 72dpi JPEG or PNG files.
- Checks can be made payable to Arts Alliance of Southern Indiana and can be mailed to:

Arts Allinace of Southern Indiana

Attn: Brian Bell

820 E Market Street

New Albany, IN 47150