

ArtsXchange Grand Opening Celebration Event and Sponsorship Opportunities



The ArtsXchange is now a reality! This venue has been a few years in the making, with purchase of the property by the Warehouse Arts District Association (WADA) in 2014, fundraising in 2015 and 2016, and construction through much of 2017. On October 26, join WADA to celebrate the opening of this amazing new venue, which includes 28 affordable art studios, 3,000 square feet of gallery, education, incubator, and event space.

When: October 26, 7-8:30pm

What: ArtsXchange Grand Opening

Why: Open House will provide an opportunity for the public to view the new spaces, meet the artists and hear about WADA plans for Phase II

Where: ArtsXchange Gallery / Community Space and outside courtyard area. 515 22nd Street, South.

The Grand Opening Celebration will include:

- A ribbon cutting with Mayor Rick Kriseman at 7:15pm.
- Remarks from WADA Board President Mark Aeling on where we've been and where we're headed. We've come a long way, but WADA's work is only just beginning!
- Studio tours of the 24 working artists working in disciplines ranging from painting jewelry making, journalism, sculpture, photography and more
- An exhibition of works by the resident artists
- Donation bar
- A behind the scenes presentation of the ArtsXchange construction process
- Live music

Sponsorship Opportunities

Sponsorship of the arts is a cost-efficient and highly effective marketing tool. It is a powerful way to strengthen your corporate image, and promote your company's name and services. There are a variety of sponsorship levels to accommodate the needs of your business.

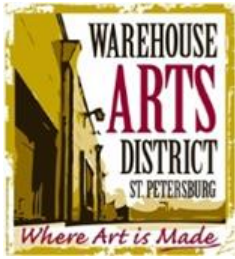
Expected attendance to the ArtsXchange Grand Opening: 500-600, including government officials, community leaders and the artist community, as well as broad media coverage.

WADA Reach by the Numbers. WADA is also weaving a powerful presence online, enabling our ability to promote members and donors. The WADA website has nearly 1,500 visitors a month, our Facebook page has over 8,000 likes and has reached over 28,000 people in July, Instagram has nearly 1,400 followers and Twitter over 4,000.

Email caryn@whereartismade.com to discuss sponsorship opportunities.

Deadline for sponsors on print materials: Oct 6, 2017

515 22nd Street South, St. Petersburg, FL 33712
info@whereartismade.com



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Sponsorship Levels

Presenting Sponsor: \$10,000

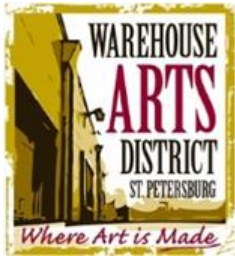
- Name and logo on Warehouse Arts District Association and ArtsXchange websites for one year.
- Recognition as a previous sponsor at ArtsXchange exhibits for three months, including three ArtWalks, which are anticipated to attract thousands of guests
- Recognition and opportunity for representative to speak at event
- Banner placement at event (provided by sponsor)
- Logo and title listed above event name on all promotional materials, sponsor banner, signage, print ads and the event program
- Vigorous promotion on WADA social media associated with event
- Recognition in press releases and media promotion for event
- Impact Report received after event outlining impact of sponsorships, media placements, social media analytics.
- Permanent name recognition on WADA donor acknowledgements on signs, newsletter and website.

Gold Sponsor: \$5,000

- Name and logo on Warehouse Arts District Association and ArtsXchange websites for one year.
- Recognition as a previous sponsor at ArtsXchange exhibits for three months, including three ArtWalks, which are anticipated to attract thousands of guests
- Banner placement at event (provided by sponsor)
- Logo and title listed on all promotional materials, sponsor banner, signage, print ads and the event program
- Vigorous promotion on WADA social media associated with event
- Recognition in press releases and media promotion for event
- Impact report received after event outlining impact of sponsorships, media placements, social media analytics.
- Permanent name recognition on WADA donor acknowledgements on signs, newsletter and website.

Silver Sponsor: \$2,500

- Name and logo on Warehouse Arts District Association and ArtsXchange websites leading up to event and through October.
- Recognition as a previous sponsor at ArtsXchange exhibits for three months, including three ArtWalks, which are anticipated to attract thousands of guests



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- Logo and title listed on all promotional materials, sponsor banner, signage, print ads and the event program
- Vigorous Promotion on WADA social media associated with event
- Recognition in press releases and media promotion for event
- Impact report received after event outlining impact of sponsorships, media placements, social media analytics.
- Permanent name recognition on WADA Donor Acknowledgements on signs, newsletter and website.

Bronze Sponsor: \$1,000

- Logo on sponsor banner, signage, print ads, promotional materials and event program
- Recognition as a previous sponsor at ArtsXchange exhibits for three months, including three ArtWalks, which are anticipated to attract thousands of guests
- Vigorous Promotion on WADA Social Media associated with event
- Recognition in press releases and media promotion for event
- Impact report received after event outlining impact of sponsorships, media placements, social media analytics
- Permanent name recognition on WADA donor acknowledgements on signs, newsletter and website.

About the ArtsXchange:

The ArtsXchange St. Pete is a project of the Warehouse Arts District Association. It was conceived as a response to the increasing need for affordable working space for artists within the District and the city. The mission of the Warehouse Arts District Association is to build and sustain a vibrant arts community in St. Petersburg that supports the success of all artists and the community at large through a broad spectrum of tools, including community revitalization, marketing, advocacy and educational programming.