




Call to SPONSORS

 ST. PAUL'S
EPISCOPAL
CHURCH
NEW ALBANY



THE
MONARCH
FESTIVAL *at*

September 6th
10^{AM} - 5^{PM}

September 7th
11^{AM} - 4^{PM}

ART Parish
on the **GREEN**
REGIONAL ARTS FESTIVAL





Dear (CEO/CSR Manager/Business Owner/Community Member),

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. St Paul continues to serve the community as they have over 100 years. 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 reduce the cost of organizing the event. Funds used by 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!

Thank you in advance for your generous donation,

Brian Bell, AASI Executive Director
Father Allan, St. Paul



The **Monarch Festival at Art on the Parish Green** celebrates the influence the arts have on our lives. The family-friendly festival includes booths and activities showcasing local artisans and vendors. 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.

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.

DISTINGUISHED PATRON OF THE ARTS

- 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 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

\$10,000 INVESTMENT

FRIEND OF THE ARTS

- 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

\$5,000 INVESTMENT





PATRON OF THE ARTS

- Logo recognition on all printed collateral event materials
- Logo recognition on all electronic event promotions
- Logo recognition on festival website
- Year-round recognition on both websites

\$3,000 INVESTMENT

SUPPORTER OF THE ARTS

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

\$1,500 INVESTMENT

BUTTERFLY SPONSOR

- Name recognition on all printed collateral event materials – sponsored banner on booth
- Name recognition on all electronic event promotions
- Name recognition on festival website

\$100 - \$1,000 INVESTMENT



SPONSORSHIP LEVEL	
	DISTINGUISHED PATRON OF THE ARTS
	PATRON OF THE ARTS
	FRIEND OF THE ARTS
	SUPPORTER OF THE ARTS
	BUTTERFLY SPONSOR

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact person: _____

Contact email: _____

Phone number: _____

Website address: _____

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.

Write your company name exactly how you'd like it to appear:

Artwork and logos should be submitted to brian@artscouncilsi.org as follows:

- 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.
- Mailed to AASI at 820 E Market Street New Albany, IN 47150