



CREATIVE EXCHANGE

CULTIVATING ARTISTIC COMMUNITIES

On May 15, 2018, the Arts Council of Greater Lansing will bring together area artists and leading arts and cultural organizations to participate in our 2018 Creative Exchange. This event, being held at the University Club at Michigan State University, will engage a diverse group of attendees comprised of artists and arts and cultural organizations. It will offer a substantial networking platform for exchanging ideas and gaining knowledge from industry leaders, including Barbara Schaffer Bacon from Americans for the Arts.

Join us today as a sponsor of this highly-anticipated event! Last year, more than 100 guests attended the inaugural Creative Exchange, and it was met with tremendous success. This is your opportunity to get your name in front of those who are working to create a strong creative economy in our region and to engage our communities.

>> The Creative Exchange Sponsorship Offers...

- Multiple sponsorship packages and price levels available
- Commensurate benefits to those who generously contribute to help make this event possible
- Our commitment ensures that you will receive the attention, recognition, and publicity that you deserve

>> **For More Information:** If you have further questions, please contact Arts Council executive director Debbie Mikula (debbie@lansingarts.org or (517) 853-7581).

>> **Deadline:** Submit your sponsorship form no later than April 15, 2018 to ensure inclusion in promotional materials!

TENTATIVE AGENDA

8:30 a.m. Check-In
9:00 a.m. Welcome
9:15 a.m. Introduction to Creative Placemaking
Arts & Community Relations/Engagement
Arts & Civic & Social Impact
12:00 p.m. Lunch
1:00 p.m. Interview of Featured Artist
1:45 p.m. Group Break Out & Small Group Discussion
2:45 p.m. Break
3:00 p.m. Interview of Featured Artist
3:45 p.m. Reviewing What We Heard
4:25 p.m. Closing

WORKSHOP LEADER



Barbara Schaffer Bacon co-directs Animating Democracy, a program of Americans for the Arts that inspires, informs, promotes and connects arts and culture as potent contributors to community, civic and social change.

Additionally, she contributes to Local Arts Advancement work at Americans for the Arts. Barbara has written, edited and contributed to many publications, including "Trend or Tipping Point: Arts & Social Change Grantmaking;" "Civic Dialogue, Arts & Culture: Findings from Animating Democracy" and many more. A consultant in program design and evaluation, Barbara has served as an adviser for state and national arts agencies and private foundations.



CREATIVE EXCHANGE

CULTIVATING ARTISTIC COMMUNITIES

SPONSORSHIP OPPORTUNITIES

Conversation Starter Sponsor - \$1,000

- Logo and link on Arts Council Website and event program
- Logo on video projections at event
- Public "Thank You" in press release and social media posts
- Verbal acknowledgement at event
- Shared display area at event for promotional materials
- Admission for four (4) to the event (\$240 value)
- Sponsor-themed social media post
- Logo on Dialog Activity
- Topical Facebook Live Interview
- Logo on approved take-away item given to each attendee (supplied by sponsor)
- Full page promotional ad in event program

Dialogue Sponsor - \$500

- Logo and link on Arts Council Website and event program
- Logo on video projections at event
- Public "Thank You" in press release and social media posts
- Verbal acknowledgement at event
- Shared display area at event for promotional materials
- Admission for two (2) to the event (\$80 value)
- Sponsor-themed social media post
- Logo on Dialog Activity

Chit Chat Sponsor - \$250

- Logo and link on Arts Council Website and event program
- Logo on video projections at event
- Public "Thank You" in press release and social media posts
- Verbal acknowledgement at event
- Shared display area at event for promotional materials
- Admission for one (1) to the event (\$40 value)

Note Passers (Ala Carte Options)

- Sponsor an Attendee (or 3!) (1) \$50 (2) \$80 (3) \$120
- Charging Station (1 available) \$100
- Event Centerpiece (limited) \$100
- Photo Op Piece (limited) \$100
- Sponsor Questions in Audience Survey \$100
- Food Sponsorship (3 available)..... \$100
- Just Feeling Generous \$___Any amount is appreciated!



CREATIVE EXCHANGE

CULTIVATING ARTISTIC COMMUNITIES

SPONSORSHIP FORM

We would like to support the Arts Council of Greater Lansing and the 2018 Creative Exchange to be held on May 15, 2018 at the Henry Center for Executive Development at the following level (check):

_____ \$1,000 – Conversation Starter Sponsor

_____ \$500 -- Dialogue Sponsor

_____ \$250 -- Chit Chat Sponsor

_____ \$ _____ A la cart Option(s):

In order to be properly recognized in printed materials, please submit your sponsorship commitment form by mail, fax, or online **by April 15, 2018**. Please submit hi-resolution logos by email to meghan@lansingarts.org

Please List Company Name as Follows: _____

Contact Name: _____

Website (if applicable): _____

Address: _____

City / State / Zip: _____

Phone: _____ Email: _____

_____ I've enclosed my check made payable to the Arts Council of Greater Lansing

_____ Please invoice me (invoices will be sent upon receipt of commitment form)

_____ Please bill my Visa / MasterCard / Amex / Discover (circle one)

Card# _____ Exp Date _____ Security Code _____

Signature: _____ Date _____

Please send completed form to:

Arts Council of Greater Lansing • 1208 Turner Street • Lansing, MI 48906

(P): 517.372.4636 • (F): 517.484.2564 • (E): Taylor@lansingarts.org

<i>Office use only:</i>	Paid: Ch # _____ Cash _____ CC _____
Date: _____	Amount: _____ Coding: _____ DB <input type="checkbox"/> E-list <input type="checkbox"/> W <input type="checkbox"/> TY <input type="checkbox"/>



The Arts Council of Greater Lansing is a 501(c)3 non-profit organization. All contributions are tax-exempt to the extent allowed by law.