



FIRST FRIDAY ART WALK Sponsorship Package



Thank you for considering sponsorship of First Friday Art Walk! First Friday Art Walk Inc. is a nonprofit organization part of the Springfield Regional Arts Council with a two-fold purpose: to promote fine art and economic sustainability in the Downtown Arts District. The Art Walk, established over twenty years ago, is a fun, free community event that draws thousands to the district on the First Friday of each month to view local art and art demonstrations, see local performances, and enjoy dining, shopping, and fellowship.

The Downtown Arts District is bounded by Chestnut Expressway to the north, Cherry Street to the south, National Avenue to the east and Grant Street to the west. Out-of-district sponsors are also welcomed to participate.

Sponsors must fill out an application and agree to abide by the First Friday Art Walk Bylaws. The cost of sponsorship is \$280 for six months and \$480 for a year for sponsors located in the Downtown Arts District; out-of-district sponsors pay \$360 for six months and \$600 for a year. For the investment, you receive:

- An acknowledgement in the Art Walk e-newsletter including sponsor's logo linked to website.
- Inclusion in the Art Walk News print newsletter map including sponsor's logo, address, phone number and web address (or such other text as will fit the space).
- Sponsors who step up to offer specials, discounts, sales, etc. on First Friday will receive additional promotion in our monthly press release and e-newsletter, provided they meet our information deadline (15th prior to each event). Sponsors may also receive additional promotion in the print Art Walk News features, however FFAW Members will receive precedence given available print space.
- Monthly acknowledgement on social media.
- Acknowledgement on our website, ffaw.org, and linked to sponsor's website.