

ARTS NIGHT OUT

Sponsorship Levels and Benefits

**Sponsorship benefits subject to change based on date of commitment*

\$500 – FULL MOON SPONSOR

This level sponsorship is available on a cash or in-kind basis and will be inclusive of all (6) events for the year. A Full Moon Sponsor will also receive the following:

- Logo (with link) featured as Full Moon Sponsor on digital marketing collateral, including:
 - Arts Night Out website, www.myartsnightout.com (estimated 2,000 page hits monthly)
 - 6 Arts Council e-newsletter (2,000 people monthly)
 - 6 Facebook event (11,500 media impressions monthly)
 - Various Facebook mentions (11,500 media impressions monthly)
 - Various Twitter tweets (6,000 media impressions monthly)
 - Various Instagram posts (500 followers)

\$1,000 – TWILIGHT SPONSOR

This sponsorship is available on a cash or in-kind basis and will be inclusive of all 6 events from January through December. A Twilight Sponsor's logo will increase in size and prominence on displayed materials from the previous level and a Twilight Sponsor will receive the following:

- Logo (with link) featured as Twilight Sponsor on digital marketing collateral, including:
 - Arts Night Out website, www.myartsnightout.com (estimated 2,000 page hits monthly)
 - 6 Arts Council e-newsletters (2,000 people monthly)
 - 6 Facebook events (11,500 media impressions monthly)
 - Various Facebook mentions (11,500 media impressions monthly)
 - Various Twitter tweets (6,000 media impressions monthly)
 - Various Instagram posts (500 followers)
- Logo featured as Twilight Sponsor on traditional marketing collateral, including:
 - Logo listed in 6 monthly *City Pulse* full page color ads (20,000 copies weekly, 50,000 readership)
 - 5000 postcards with your logo distributed to greater Lansing residents and businesses
 - Logo on event banner(s) displayed at events (estimated 15,000 people annually)

\$2,500 – SUNSET SPONSOR

This sponsorship is available on a cash or in-kind basis and will be inclusive of all 6 events from January through December. A Sunset Sponsor's logo will increase in size and prominence on displayed materials from the previous level and a Sunset Sponsor will receive the following:

- Opportunity to display promotional materials at Arts Night Out events (15,000 people annually)
- Official designation as the Arts Council's Gallery Wall sponsor at a select Arts Night Out
- Logo (with link) featured as Sunset Sponsor on digital marketing collateral, including:
 - Arts Night Out website, www.myartsnightout.com (estimated 2,000 page hits monthly)
 - 6 Arts Council e-newsletters (2,000 people monthly)
 - 6 Facebook events (11,500 media impressions monthly)
 - Various Facebook mentions (11,500 media impressions monthly)
 - Various Twitter tweets (6,000 media impressions monthly)
 - Various Instagram posts (500 followers)
- Logo featured as Sunset Sponsor on traditional marketing collateral, including:
 - Logo listed in 6 monthly *City Pulse* full page color ads (20,000 copies weekly, 50,000 readership)
 - 5000 postcards with your logo distributed to greater Lansing residents and businesses
 - Logo on event banner(s) displayed at events (estimated 15,000 people annually)

\$5,000 – AFTER DARK SPONSOR

This level sponsorship is available on a cash or in-kind basis and will be inclusive of all 6 events from January through December. An After Dark Sponsor's logo will increase in size and prominence on displayed materials from the previous level and an After Dark Sponsor will receive the following:

- Opportunity to display promotional materials at Arts Night Out events (15,000 people annually), including space for promotions team at all events
- Banner listing you as the official Turner Park Mini-Stage sponsor at Turner Mini-Park
- Logo (with link) featured as After Dark Sponsor on digital marketing collateral, including:
 - Arts Night Out website, www.myartsnightout.com (estimated 2,000 page hits monthly)
 - 6 Arts Council e-newsletters (2,000 people monthly)
 - 6 Facebook events (11,500 media impressions monthly)
 - Various Facebook mentions (11,500 media impressions monthly)
 - Various Twitter tweets (6,000 media impressions monthly)
 - Various Instagram posts (500 followers)
 - Display on Arts Council digital windows in Old Town (estimated pedestrian count of 60,000 annually)
- Logo featured as After Dark Sponsor on traditional marketing collateral, including:
 - Logo listed in 6 monthly *City Pulse* full page color ads (20,000 copies weekly, 50,000 readership)
 - 5000 postcards with your logo distributed to greater Lansing residents and businesses
 - Logo on event banner(s) displayed at events (estimated 15,000 people annually)

\$10,000 – NIGHTLIFE SPONSOR

This exclusive level sponsorship is available only on a cash basis and will be inclusive of all 6 events from January through December. A Nightlife Sponsor's logo will increase in size and prominence on displayed materials from the previous level and a Nightlife Sponsor will receive the following:

- Right of first refusal for the next year.
- Signage indicating sponsorship of monthly Arts Council Member Exhibit Wall (estimated 3,000 people annually)
- Official Host of the Arts Night Out After-Glows (taking place from 8-11pm immediately following each Arts Night Out event. Banner and flyers distributed exclusively at event.
- Additional personalized benefit available as mutually agreed upon by Arts Council and sponsor
- Opportunity to display promotional materials at Arts Night Out events (15,000 people annually), including space for promotions team at all events
- Logo (with link) featured as Nightlife sponsor on digital marketing collateral, including:
 - Arts Night Out website, www.myartsnightout.com (estimated 2,000 page hits monthly)
 - 6 Arts Council e-newsletters (2,000 people monthly)
 - 6 Facebook events (11,500 media impressions monthly)
 - Various Facebook mentions (11,500 media impressions monthly)
 - Various Twitter tweets (6,000 media impressions monthly)
 - Various Instagram posts (500 followers)
 - Display on Arts Council digital windows in Old Town (estimated pedestrian count of 60,000 annually)
- Logo featured as Nightlife sponsor on traditional marketing collateral, including:
 - Logo listed in 6 monthly *City Pulse* full page color ads (20,000 copies weekly, 50,000 readership)
 - 5000 postcards with your logo distributed to greater Lansing residents and businesses
 - Logo on event banner(s) displayed at events (estimated 15,000 people annually)

***Sponsors will be recognized through the current calendar year of the Arts Night Out events.**