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## SPONSORSHIP

*NEMAA Sponsors are essential to building and sustaining a vibrant, art-centered community.*

### **NEMAA Needs Your Help to Sustain Our Mission**

**Northeast Minneapolis Arts Association (NEMAA)** is a non-profit arts organization with the mission of promoting and supporting the quality and diversity of artistic resources based in Northeast Minneapolis to benefit art, artists, and the greater community. Over the last five years, NEMAA's membership has grown over 40%, and attendance at events has increased. We now serve over 700 members, including artists, community friends, non-profit organizations, art galleries, and business members. We believe that our community is strengthened by connections between all sectors, and we are committed to continue to serve as a catalyst for that process and increase the positive impact of the arts in NE.

**NEMAA provides opportunities for the community to connect with art.** NEMAA presents two major events every year, Art-A-Whirl (AAW), which takes place the third weekend in May, and The Fall Fine Arts Show (FFA). Throughout the year, NEMAA also works to support art and artists in our community through various projects and by partnering with local organizations. In addition, NEMAA assists in promoting events that our members participate in, including year-round open studio events in the NE Arts District. NEMAA-member events draw tens of thousands of visitors to NE every year. NEMAA views these member-supported events as vital components towards successfully bringing local artists, community members, business owners, and the broader public together to make a positive impact on Northeast's economic strength and vitality.

### **Sponsorships = Good for your business and the community**

As a sponsor of NEMAA, you are making a statement that you value art and the community. Sponsorships increase brand loyalty by demonstrating social responsibility through your contribution. NEMAA sponsorship allows you to connect with NEMAA members and our audience to advance the recognition of your brand, while supporting NEMAA's mission and the largest open studio tour in the country.

**Visibility** - Build your brand awareness. As a NEMAA sponsor, receive:

- Your logo and website link featured on **NEMAA's website**, which receives over **70,000 hits annually**.
- Connection to a large audience of arts and culture lovers. Our premier 3-day event, **Art-A-Whirl**, **alone draws upwards of 30,000 visitors to NE Minneapolis**, and over 500 NEMAA member artists participate.
- **Listing in the Artist Directory and Guide:** NEMAA's Artist Directory and Guide serves as a year-round reference to NEMAA artists and their events in NE Minneapolis, including complete information about Art-A-Whirl. The Directory also lists supporting businesses and all members. **30,000 Directories are distributed** throughout the year in the metro area, primarily during Art-A-Whirl. The design and content encourages readers to keep and utilize this handy reference year-round as a resource to the NE Arts District's vibrant art and business scene.

We welcome cash donations, in-kind goods/services, or a combination of both, and are happy to work with you to personalize your sponsorship package. **Opportunities to sponsor individual events or projects, such as the AAW Preview Party, Fall Fine Arts Show, or AAW Trolley are also available.** In return for your sponsorship investment, we provide a variety of benefits.

**Please see the following page for sponsorship levels and benefits.**



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## SPONSORSHIP LEVELS & BENEFITS

With your support, Northeast Minneapolis Arts Association’s (NEMAA) vision of a vibrant art community will continue to thrive. NEMAA welcomes cash donations, in-kind goods/services, or a combination of both, and are happy to work with you to personalize your sponsorship package. Opportunities to sponsor individual events or projects, such as the Art-A-Whirl (AAW) Preview Party, AAW Trolleys, or Fall Fine Arts Show (FFA) are also available. In return for your sponsorship investment, we provide a variety of benefits:

### ADVOCATE: \$100 - \$999

- Invitations to NEMAA events – including events, exhibits, and previews
- Invitation to annual exclusive donor appreciation event
- Listing at respective level on sponsor page of Artist Directory – 30,000 distributed throughout the metro

### PATRON: 1,000 - \$2,499

Benefits above PLUS:

- Listing and logo included in respective level on sponsor page of Artist Directory
- Logo and link to your website on NEMAA’s website, visited by over 70,000 visitors annually
- Business Membership – listing and logo included online and in Artist Directory (\$235 value)
- NEMAA newsletter – connect with over 700 members and artists via call-for-art or classifieds sections
- One 1/8 page advertisement in NEMAA’s printed Artist Directory (\$253 value)

### SUPPORTER: \$2,500 - \$4,999

Benefits above PLUS:

- Upgrade one 1/4 page advertisement in NEMAA’s printed Artist Directory (\$484 value)
- Recognition in promotional materials for AAW

### PARTNER: \$5,000 - \$9,999

Benefits above PLUS:

- Upgrade to one 1/2 page advertisement in NEMAA’s printed Artist Directory (\$935 value)
- Recognized in promotional materials for AAW and FFA Show
- Employee invitations to annual exclusive donor appreciation event

### SUSTAINER: \$10,000+

Benefits above PLUS:

- Upgrade to one full page advertisement in NEMAA’s printed Artist Directory (\$1,540 value)
- Your sponsorship cited in pre-event press releases to 150+ local and national media outlets
- 3 individual artist or community friend memberships for your employees (\$291 value)
- Prominent recognition in promotional materials for all NEMAA events including AAW and FFA Show

\_\_\_\_\_ would like to support NEMAA by becoming a \_\_\_\_\_ Date: \_\_\_\_\_

Contact Printed Name: \_\_\_\_\_ Signature \_\_\_\_\_

Street Address, City, Zip \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Your contribution is tax deductible to the full extent allowed by law. Tax ID available upon request. Benefits begin on your annual renewal date and are valid for one year. **Sponsorship must be secured by February 1st in order to be included in the annual printed Artist Directory and Guide. NEMAA, our members, and the community thank you for your contribution!**