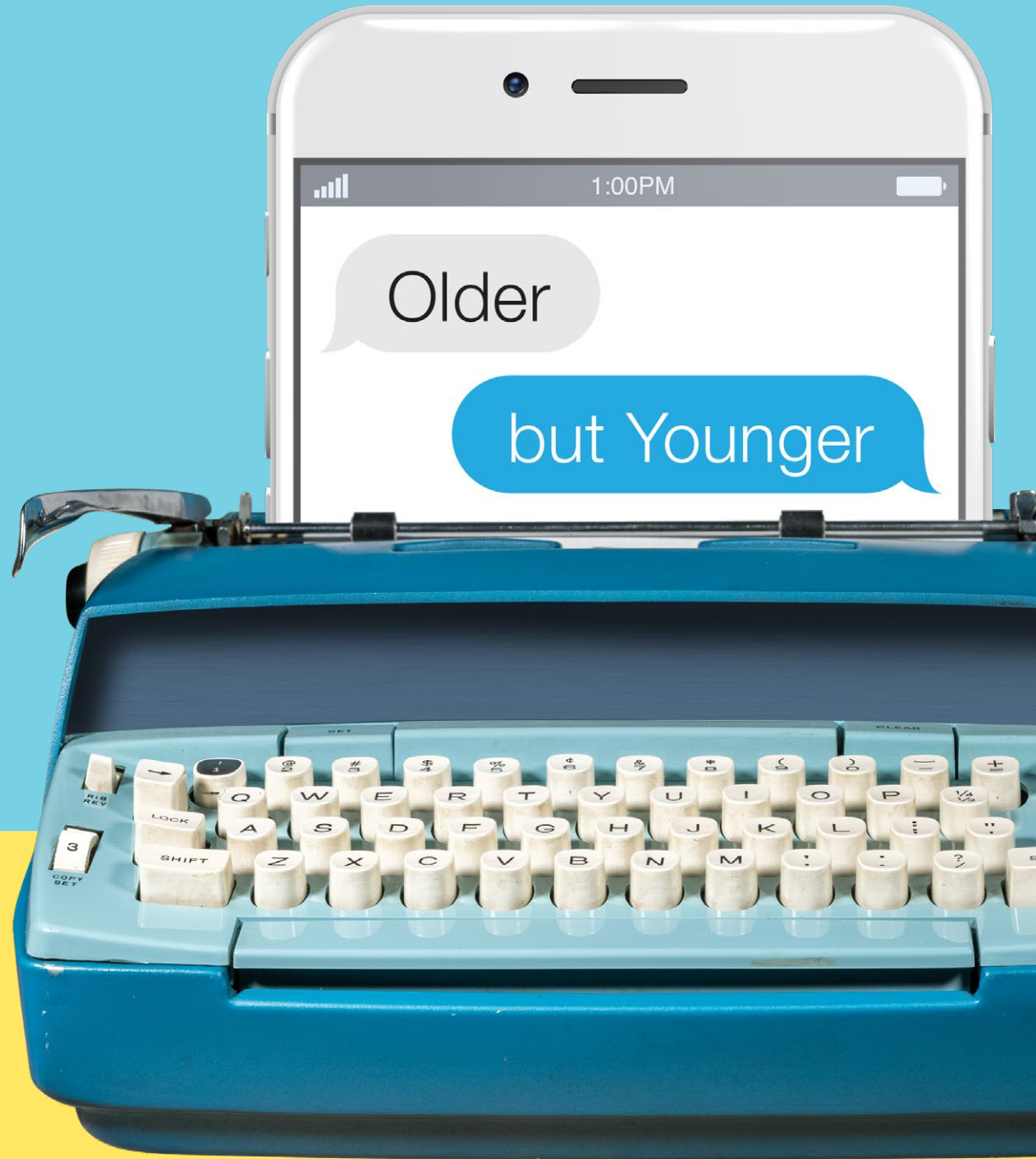


artspace ▾

City-Wide Open Studios 2019

Sponsorship
Opportunities



4

WEEKENDS

OCTOBER 4-NOVEMBER 3

7,500
COPIES

of the Official CWOS Guide
(it's a glossy, 52-page magazine)
are distributed

AT OVER
50

LOCATIONS
across the state
(like cultural centers
& high-end retailers)

THE CWOS WEBSITE RECEIVES
65,000
PAGEVIEWS

10,000

FACEBOOK FANS
follow Artspace

AND **5,000+**

SUBSCRIBERS
receive weekly email updates

**City-Wide
Open Studios:
By the Numbers**

10,000

FESTIVAL-GOERS
from all over Connecticut

VISIT
400+
ARTISTS

AT MORE THAN

60
SITES

across Hamden,
New Haven
and West Haven

INCLUDING

100,000
SQUARE FEET
at Yale West Campus

Recent corporate sponsors include
Connecticare,
Merrill Lynch, Petra
Construction, TD
Bank and Yale New
Haven Hospital.

Sponsorship Platforms

Dozens of special events take place over the course of our City-Wide Open Studios Festival; sponsors are invited to select their preferred platform listed below. Each Single Platform Event is highlighted in the Event Guide, on special e-blasts, through the Official Guide, and will have its own signage and web page/calendar listings/registration page. Sponsors will be exclusively linked to one event/aspect of the Festival.

Individual Weekend Sponsor \$10,000-\$14,999

Each weekend features its own distinctive personality and artists.

Choose one weekend to present:

Private Studios/Westville Weekend

Throughout New Haven, Hamden, West Haven and beyond
October 12-13, 2019

Erector Square Weekend

315 Peck Street, in New Haven's Fair Haven neighborhood
October 19-20, 2019

Alternative Space Weekend

Yale West Campus, located where West Haven and Orange meet
November 2-3, 2019

Major Commission Sponsor \$7,500-\$9,999

Choose to present one of the commissioned, interactive installations that address our themes:

- Fountain of youth and longevity
- The third chapter, aging gracefully and changing the narrative about aging
- Intergenerational collaborations and exchanges

Opening Night Sponsor \$5,000-\$7,499

Opening Night at Artspace brings all 400+ participating artists and their friends and family to our downtown gallery to celebrate the kick off. Every artist has one work on view in the gallery, the street is closed to traffic for a variety of games and sports, and local merchants stay open late. Music and outdoor dining add to the liveliness.

Opening Night at Artspace

50 Orange Street, New Haven
October 4, 2019

Pecha Kucha Night Sponsor \$2,500-\$4,999

Hear short stories from clinicians, health care and wellness experts, and consumers.

Pecha Kucha Night takes place
October 23, 2019.

What is City-Wide Open Studios?

4 weekends. 400+ artists. 10,000+ visitors. It's an exhibition the size of a city.

Presenting Sponsor
\$15,000-\$25,000

Full page ad, inside cover, Official Guide

Opening Night speaking opportunity

Logo & Link:

- Artspace homepage (153,000 pageviews)
- CWOS website

Logo:

- Official Guide corporate supporter page
- Weekly e-vites sent September 10–November 12 (6,000+ pp)
- Artist e-invitation
- General event signage
- Street banner (4 sites, 30 days)
- Flyers (10,000+)
- Guided tour sponsor
- Sponsor wall at Artspace (4 weeks)

Press release acknowledgment

4 mentions on Artspace Facebook page (10,000+ pp)

10 tickets for VIP parking on Opening Night

8 tickets for Artspace's Spring 2020 Gala

Individual Weekend Sponsor
\$10,000-\$14,999

Full page ad, Official Guide

Logo & Link:

- Artspace homepage (153,000 pageviews)

Name & Link:

- CWOS website

Logo:

- Official Guide corporate supporter page
- Weekly e-vites sent September 10–November 12 (6,000+ pp)
- Artist e-invitation
- General event signage
- Street banner (4 sites, 30 days)
- Flyers (10,000+)
- Guided tour sponsor

Name:

- Sponsor wall at Artspace (4 weeks)

Press release acknowledgment

3 mentions on Artspace Facebook page (10,000+ pp)

6 tickets for VIP parking on Opening Night

6 tickets to Artspace's Spring 2020 Gala

Major Commission Sponsor
\$7,500-\$9,999

Half page ad, Official Guide

Name & Link:

- Artspace homepage (153,000 pageviews)

Logo:

- Official Guide corporate supporter page
- General event signage
- Guided tour sponsor

Name:

- CWOS website
- Weekly e-vites sent September 10–November 12 (6,000+ pp)
- Artist e-invitation
- Street banner (4 sites, 30 days)
- Flyers (10,000+)
- Sponsor wall at Artspace (4 weeks)

Press release acknowledgment

2 mentions on Artspace Facebook page (10,000+ pp)

4 tickets for VIP parking on Opening Night

4 tickets to Artspace's Spring 2020 Gala

Opening Night Sponsor
\$5,000-\$7,499

Quarter page ad, Official Guide

Name:

- Artspace homepage (153,000 pageviews)
- Official Guide corporate supporter page
- CWOS website
- Weekly e-vites sent September 10–November 12 (6,000+ pp)
- General event signage
- Street banner (4 sites, 30 days)
- Flyers (10,000+)
- Guided tour sponsor
- Sponsor wall at Artspace (4 weeks)

Press release acknowledgment

1 mention on Artspace Facebook page (10,000+ pp)

2 tickets for VIP parking on Opening Night

2 tickets to Artspace's Spring 2020 Gala

Pecha Kucha Night Sponsor
\$2,500-\$4,999

Name:

- Artspace homepage (153,000 pageviews)
- Official Guide corporate supporter page
- CWOS website
- General event signage
- Sponsor wall at Artspace (4 weeks)

At the Major Commission level or higher...

We'll work with you to plan a custom promotional approach.

Sponsorship Benefits

Materials and Deadlines

Please submit all advertising materials by email:

Katie Jurkiewicz
katiej@artspacenh.org
203.772.2709

Materials

Presenting Sponsor

- Logo in EPS format
- Website URL for link
- Press-ready PDF of full page ad, color, 8.75"w x 11.25"h, minimum 300 dpi

Individual Weekend Sponsor

- Logo in EPS format
- Website URL for link
- Press-ready PDF of full page ad, color, 8.75"w x 11.25"h, minimum 300 dpi

Major Commission Sponsor

- Logo in EPS format
- Website URL for link
- Press-ready PDF of half page ad, color, 8"w x 5.125"h, minimum 300 dpi

Opening Night Sponsor

- Press-ready PDF of quarter page ad, color, 3.875"w x 5.125"h, minimum 300 dpi

Deadlines

Participation Confirmation

August 30

Delivery of Artwork and Ad Copy

September 9

Payment Due

October 1

2019 Advertising Rates

Press-ready PDF, color, all fonts embedded, minimum 300 dpi

Full page	\$2,000	8.75"w x 11.25"h
Half page	\$1,500	8"w x 5.125"h
Quarter page	\$850	3.875"w x 5.125"h
Back cover	\$3,000	8.75"w x 11.25"h

Why advertise in the CWOS Official Guide?

Reach the longevity market. Join advertisers in diverse industries, like financial services, home remodeling, healthcare, lifelong learning and more.

About Artspace

The New York Times
calls Artspace

"a derring-do
alternative space."

Artspace is a visionary and dynamic non-profit organization championing emerging artists and building new audiences for contemporary art. Our exhibition and commissioning programs (in the gallery, out of doors, and city-wide) encourage experimentation, discovery, and lively civic discourse, while fostering appreciation for the vital role that artists play in improving our community.

Known as one of New Haven's cultural anchors, Artspace is a champion of visual artists and their

work. Your support will allow Artspace to sustain its award-winning summer arts apprenticeship for inner-city teens, the popular City-Wide Open Studios festival, professional development programs which equip artists with the means to build their careers, and our free year-round, museum-caliber exhibitions that educate, provoke, and delight visitors and residents alike.

Our annual City-Wide Open Studios features dozens of special events that take place over

the course of the four-week festival. Opening night at Artspace brings participating artists and their friends and family to our downtown gallery to kick off the start of the celebration. Each weekend features a different location with its own distinctive personality and artists. There will be six commissioned projects on view at our Alternative Space, located this year at Yale West Campus, adjacent to the Yale Nursing School and other leading life science and research labs.

