



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 with a twofold purpose: to promote fine art and economic sustainability in the Downtown Arts District.

The Art Walk, established a decade 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 welcome 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 \$350 for six months and \$600 for a year. For that investment, you receive:

- An acknowledgement in the Art Walk e-newsletter. The acknowledgement features your company logo linked to your Web site. The Gallery Guide brochure provides a full-color ad including your logo, address, phone number and Web address (or such other text as will fit the space).
- An acknowledgement in the quarterly Art Walk Gallery Guide Brochure. Brochures are distributed in all Art Walk member venues, at CVB Visitors Centers as well as in racks throughout Springfield. 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.
- Placement on the printable monthly Art Walk map on our Web site, www.ffaw.org, which is also distributed through member galleries (map placement applies for in-district sponsors only)