

SPONSORSHIP OPPORTUNITIES



**FLOWER CITY
POTTERY**
INVITATIONAL



Thicket Jar by Ben Carter



October 11-14, 2018 | Rochester, NY | rochesterarts.org

BE PART OF FCPI 2018



The 4th Annual Flower City Pottery Invitational is bringing 21 of the country's premier ceramic artists to Rochester, NY for four days of exhibitions, workshops, lectures and demonstrations. This annual event attracts attendees from across New York and neighboring states, generates nationwide interest from collectors and art enthusiasts and has grossed over \$165,000 in sales in its first three years. For more details about the event and visiting artists, please visit rochesterarts.org/special-events/pottery-invitational-2018/

We are proud to offer sponsorship opportunities for the 2018 Flower City Pottery Invitational (FCPI 2018). FCPI sponsorship connects your firm or business to collectors, design-lovers, clay enthusiasts and arts patrons in the Western NY area and beyond. **Special opportunities to sponsor specific portions of the event (workshops, lectures, opening reception, emerging artist) are available.** Please contact Audrey Shaughnessy at grants@rochesterarts.org or 585-271-5183 for more information about connecting your business to the Flower City Pottery Invitational.

Thank you for your support!



Programs at the Flower City Arts Center are made possible by the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature.



**Council on
the Arts**

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BENEFITS

Company name/logo displayed on all printed materials including:

Full page national magazine advertisement in Ceramics Monthly (circ. of 21,000)

Full color direct mail piece (7,000 addresses)

Prominent signage throughout the event

Full page color advertisement for your business in the event program guide

Company name, logo and link featured on:

Event website

Email newsletter (7,000+)

Social media sites (Facebook, Twitter, LinkedIn, Instagram 11,000+ followers)

Ten (10) tickets to attend special Preview Sale & Opening Reception

\$2,000

Special recognition as the featured sponsor for one of the following is available for an additional \$500 at this level:

- Friday evening Artist Preview Sale & Opening Reception
- Exhibiting artist talks and demonstrations

BENEFITS

Company name/logo displayed on printed materials including:

Full color direct mail piece (7,000 addresses)

Prominent signage throughout the event

Half page color advertisement for your business in the event program guide

Company name, logo and link featured on:

Event website

Email newsletter (7,000+)

Social media sites (Facebook, Twitter, LinkedIn, Instagram 11,000+ followers)

Six (6) tickets to attend special Preview Sale & Opening Reception

\$1,000

Special recognition as the featured sponsor for one of the following is available for an additional \$500 at this level:

- Artist and volunteer aprons
- Artist and volunteer t-shirts
- 2018 Emerging Artist Exhibition

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BENEFITS

Company name/logo displayed on prominent signage throughout the event
Half-page color advertisement for your business in the event program guide
Company name, logo and link featured on:

- Event website

- Email newsletter (7,000+)

- Social media sites (Facebook, Twitter, LinkedIn, Instagram 11,000+ followers)

Four (4) tickets to attend special Preview Sale & Opening Reception

\$500

BENEFITS

Quarter page color advertisement for your business in the event program guide
Company name/logo displayed on:

- Prominent signage throughout the event

- Event website

- Email newsletter (7,000+)

- Social media sites (Facebook, Twitter, LinkedIn, Instagram 11,000+ followers)

Two (2) tickets to attend special Preview Sale & Opening Reception

\$250

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	\$2,000	\$1,000	\$500	\$250
Full color advertisement in program guide	full page	1/2 page	1/2 page	1/4 page
Name/link on website	●	●	●	●
Mentions on event website & social media	●	●	●	●
Signage at the event	●	●	●	●
Logo on direct mail event poster*	●	●		
Logo on <i>Ceramics Monthly</i> full-page ad*	●			
Tickets to Preview Sale & Opening Reception	10	6	4	2

YES, I WANT TO SPONSOR THE FLOWER CITY POTTERY INVITATIONAL

I'd like to participate at the following level:

- \$2,000 Level
- \$1,000 Level
- \$500 Level
- \$250 Level

*Logo due by **August 7th**

QUESTIONS? Call Audrey Shaughnessy at (585) 271-5183 or email at grants@rochesterarts.org

PLEASE PRINT THIS PAGE AND MAIL WITH YOUR CHECK TO:

Attn: Flower City Pottery Invitational
 Flower City Arts Center
 713 Monroe Avenue
 Rochester, NY 14607

Business Name _____

Contact _____

Address _____

City _____

State _____ Zip _____

Phone Number _____

Email _____