

FCPI BY THE NUMBERS



**FLOWER CITY
POTTERY**
INVITATIONAL

20

\$220,000

800+

33

\$213

36+2

- 20 premier ceramic artists from across the country in one location: Rochester, NY
- Over \$220,000 in gross sales in the past 4 years
- More than 800 people in attendance annually for exhibitions, shopping, workshops & demonstrations
- 33 free lectures and demonstrations through our current 5th year
- \$213 average transaction in 2018
- 36 states & 2 provinces represented by guests and artists

For details about the event and visiting artists, please visit rochesterarts.org/special-events/pottery-invitational-2019/

BE PART OF FCPI 2019



For almost 50 years, the Flower City Arts Center has been making art accessible for people of all ages and abilities. We have provided the city with classes year-round, exhibits, studio access and events. A vibrant arts scene is an indicator of a healthy community. One way to sustain Rochester’s reputation as a great place to live, work and grow is to support the Center’s efforts through your financial contribution to the annual Flower City Pottery Invitational (FCPI).

Arts patrons, collectors and community members from Upstate NY and various surrounding states and provinces gather at FCPI for workshops, receptions, sales and exhibitions. You can help promote FCPI while getting your organization’s name out to the over 800 guests expected at this year’s event. When you connect your business to FCPI, you make Rochester even stronger. Please contact Audrey Shaughnessy at grants@rochesterarts.org or 585-271-5183 for more information.

Thank you for your support!

DOING GOOD THROUGH EXCEPTIONAL ART

The Flower City Arts Center offers a variety of programs, serving a broad range of the Rochester community. A few of the many options include:

- Studio 678, a youth photography program at Wilson Foundation Academy
- Residencies for artists at all stages in their careers in all our disciplines
- Facilities rentals for members
- Specialized programs for school groups, clubs, educators, and small businesses
- Financial assistance for individual students and school groups.
- Eyes Front, a photography program for women veterans.

	\$100	\$250	\$500	\$1,000	\$2,000
Full color advertisement in program guide	—	1/4 page	1/2 page	1/2 page	full 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		2	4	6	10

SPONSORSHIP OPPORTUNITIES



Customized sponsorship opportunities are available. For details about supporting our other events and activities, please contact Janice Gouldthorpe, director@rochesterarts.org.



BENEFITS

Company name & link displayed on:
Event website
Email newsletter (7,000+)

\$100

BENEFITS

Quarter page color advertisement for your business in the event program guide
Company logo & link displayed on:
Prominent signage throughout the event
Event website
Email newsletter (7,000+)
Social media sites (Facebook, Twitter, LinkedIn, Instagram 12,000+ followers)
Two (2) tickets to attend special Preview Sale & Opening Reception

\$250

BENEFITS

Company logo & link 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 12,000+ followers)
Four (4) tickets to attend special Preview Sale & Opening Reception

\$500

SPONSORSHIP OPPORTUNITIES



BENEFITS

Company logo & link 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 12,000+ followers)

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

\$1,000

BENEFITS

Company logo & link 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 12,000+ followers)

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

\$2,000



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