

# FCPI 2022 OCTOBER 21-23



For 51 years, the Flower City Arts Center has been making art accessible for people of all ages and abilities. We have provided the city with year-round classes, 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 Kate Whorton at [kwhorton@flowercityarts.org](mailto:kwhorton@flowercityarts.org) or 585-271-5183 for more information.

## 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:

- Photo Club, a youth photography program for Wilson Foundation Academy and James Monroe HS
- Residencies for artists in all of our visual art disciplines
- Facilities rentals for members
- Specialized programs for school groups, clubs, educators, and small businesses
- Financial assistance for individual students and school groups
- Expanding the Field-Mentorship programs, free classes for BIPOC Youth

	\$100	\$250	\$500	\$1,000	\$2,000	\$2,500
Full color advertisement in program guide	—	1/4 page	1/2 page	1/2 page	full 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					●	●
Logo on handcrafted event cup						●
Preview Sale & Opening Reception Tickets		2	4	6	10	12

# SPONSORSHIP OPPORTUNITIES



Customized sponsorship opportunities are available. For details about supporting our other events and activities, please contact Dr. Cheryl McKeiver at [cmckeiver@flowercityarts.org](mailto:cmckeiver@flowercityarts.org)

## BENEFITS

Company name & link displayed on:

Event website and 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, and email newsletter (7,000+)

Social media pages (Facebook, Twitter, LinkedIn, Instagram 12,000+ followers)

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

\$250

## BENEFITS

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

Company logo & link featured on all of the above materials.

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

\$500

## BENEFITS

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

Company logo & link displayed on all of the above materials, also including:

Full color direct mail piece (7,000 addresses)

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

\$1,000

## BENEFITS

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

Company logo & link displayed on all of the above materials, also including:

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

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

\$2,000

## BENEFITS

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

Company logo & link displayed on all of the above materials, also including:

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

Handcrafted event cup displaying your logo, given to all opening reception attendees

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

\$2,500

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

