



# FLOWER CITY POTTERY

INVITATIONAL



## OCTOBER 11-13, 2024

For 54 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 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:

- Studio 678 Photo Club - our youth photography program for RSCD middle schoolers
- Residencies for artists in all of our visual art disciplines
- Facilities rentals for members
- Custom programs for school groups, clubs, educators, and small businesses
- Financial assistance for individual students and school groups
- Expanding the Field - our youth art mentorship program for BIPOC highschoolers

	\$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 and link on website	●	●	●	●	●
Mentions on event website & social media	●	●	●	●	●
Signage at the event	●	●	●	●	●
Logo on direct mail event poster			●	●	●
Logo on handcrafted event cup					●
Preview Sale & Opening Reception Tickets	2	4	6	10	12

# SPONSORSHIP OPPORTUNITIES



Each package that includes your logo will be prominently displayed on:

- Signage throughout event weekend - 800+ attendees
- Website - approx. 5K visits/month
- E-newsletter - 7,800+ addresses
- Instagram - 9,000+ followers
- Facebook - 6,000+ followers



## DANDELION PACKAGE

Deadline: Aug 10

Quarter page color advertisement for your business in the event program guide:

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

\$250+



## MARIGOLD PACKAGE

Deadline: Aug 10

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

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

\$500+



## ZINNIA PACKAGE

Deadline: Aug 10

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

- Full-color direct mail piece (7,000 addresses)
- Six (6) tickets to attend special Preview Sale & Opening Reception

\$1,000+



## ROSE PACKAGE

Deadline: Aug 10

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

- Full-color direct mail piece (7,000 addresses)
- Ten (10) tickets to attend special Preview Sale & Opening Reception

\$2,000+



## ORCHID PACKAGE

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

- Handcrafted event cup displaying your logo, given to opening reception attendees
- Twelve (12) tickets to attend special Preview Sale & Opening Reception
- A gift of twelve handcrafted cups
- Only one sponsorship spot available

\$2,500+

Customized sponsorship opportunities are available. For details about supporting our other events and activities, please contact Kristin A. Rapp at [krisrapp@flowercityarts.org](mailto:krisrapp@flowercityarts.org)

