

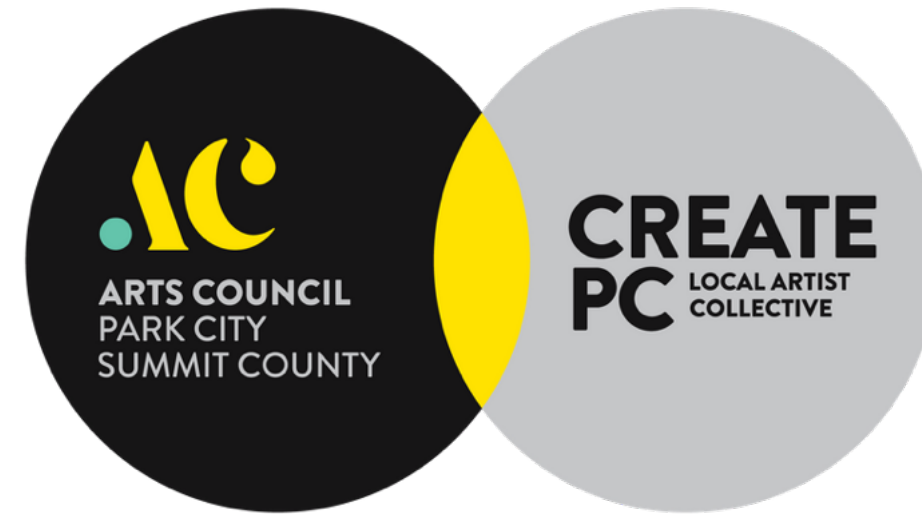


Arts Council
park city
summit county

art connects us.

**CREATE PC SPONSORSHIP
OPPORTUNITIES**





Create PC

Produced by the Arts Council of Park City & Summit County.

CREATE PC, a program long favored by local artists and art enthusiasts, opens its doors to a space that houses a gallery as well as artist studios year round. Having a space like CREATE PC, where artists can make and sell their work, has been proven to help strengthen communities and bolster economies.

The Arts Council is the only nonprofit organization offering this type of programming, responding to a gap in our community to provide local artists with dedicated exhibition and maker spaces.

Join the Arts Council of Park City & Summit County in bringing Brand PC to life!



www.pcscarts.org



ABOUT US

Create PC is produced by the Arts Council of Park City & Summit County. Prioritizing programming like Create PC allows us to execute on our organizational mission to serve our Arts & Culture community by driving creative programming, providing valuable resources, and cultivating connections. We do this through marketing, programming, public art, and advocacy activities that tell the story of and draw attention to our local creative sector. Even further, we strive to nurture creativity in everyone, and connect art and creativity to daily life and community priorities.

The Arts Council is a 501c3 non-profit organization serving all of Summit County.

PROGRAM HIGHLIGHTS

Create PC places a strong focus on the artistic process, enabling local artists opportunities to make and sell work in an inclusive community space open to the public year round.



\$254,000

in Artwork Sales

10,000

Attendees
a year

\$27,000

Raised for Local Arts
and Culture
Programming

74

Artist's Work
Showcased

\$215,000

Directly to Small
Creative Businesses

MARKETING STRATEGY

SAVE-THE-DATE: A save-the-date formally announcing the date and location of Art on the Trails, as well as confirmed high-level sponsors, will be distributed to a targeted list of donors, subscribers, community members, and local businesses.

Expected Audience: 4,000+

PRINTED FLYERS: Full-color event flyers will be printed and dispersed to local businesses in Park City & Summit County approximately 3-4 weeks before the Event. Flyers will include sponsor logos and overview of the Event.

Expected Audience: 4,000+

NEWSLETTERS & E-PROMOTIONS: Will be emailed to the entire network of Arts Council newsletter subscribers, including save-the-date, various Event details and participating artist/performer details.

Expected Audience: 5,000

WEBPAGE: The Art on the Trails webpage, located on the Arts Council's website, will be updated with event and sponsor information and include links to sponsor webpages.

Expected Audience: 30,000+

SOCIAL MEDIA: With an audience of over 17,000 spread across social media outlets, the Arts Council will link attendees & followers to our mission, our sponsors and their messages, through dynamic and engaging content.

Expected Audience: 17,000+

EVENT BROCHURE: Distributed to event attendees, the program includes event details, sponsor recognition, participating artist information, and Arts Council program information.

Expected Audience: 200

EARNED & PAID MEDIA The event is advertised for 3-4 weeks prior to launch through local news channels like KPCW, Park Record, and Park City TV, in addition to paid advertising campaigns on social media, paid ads in local news, and paid underwriting on regional radio stations

Expected Audience: 30,000+





Join the celebration!

This premiere package includes the most exposure for your company and brand, and receives the most recognition during all festival-related marketing.

Presenting Sponsor

\$2,500 Benefits Include:

- Subsidizing gallery and artist's rent for one month
- Year long sponsorship benefits
- Logo/Name onsite at Create PC
- Logo/Name on Create PC webpage
- Logo/Name on gallery opening materials
- Inclusion in Culture Club Art Rebel level for you and a guest
- First pick of up to 6 volunteer positions for your staff

Optional opportunities:

- creative entrepreneur speakers panel with local small creative business owners
- Blog post on your business's work in the local arts & culture sector.
- Private Party at CREATE PC gallery for up to 35 people.

\$1,500 Sponsorship

Benefits include:

- Ensures the Arts Council is able to continue to prioritize artists with each gallery sale by providing a generous artist's commission of 85%
- Year long sponsorship benefits
- Name onsite at Create PC (names will be displayed by size based on donation amount)
- Logo/Name on Create PC webpage
- Name on gallery opening materials
- Inclusion in Culture Club Art Rebel level for you and a guest
- First pick of up to 4 volunteer positions for you and your staff

\$850 Sponsorship

Benefits include:

- Pays for gallery and studio supplies to showcase local artists and makers
- Year long sponsorship benefits
- Name onsite at Create PC (names will be displayed by size based on donation amount)
- Logo/Name on Create PC webpage
- Name on gallery opening materials
- Inclusion in Culture Club Art Lover level for you and a guest

\$500 Sponsorship

Benefits include:

- Provides for a portion of 1 month of marketing for our studio artists
- Year long sponsorship benefits
- Name onsite at Create PC (names will be displayed by size based on donation amount)
- Logo/Name on Create PC webpage
- Inclusion in Culture Club Art Maker level for you and a guest

OTHER BUSINESS OPPORTUNITIES

IN KIND SPONSORSHIP - We happily accept in-kind sponsorship inquiries, and are excited to work with you to design a sponsorship package to accomplish your company's goals.

Other past in-kind sponsorships have included:

- paid media & marketing
- artist lodging
- artist & volunteer meals
- catering
- food & beverage items
- printing

**Please contact Jocelyn Scudder Jocelyn@pcscarts.org
for more information about an In-Kind Sponsorship.**





Create PC creates an opportunity for partnerships between Park City & Summit County's local creative communities, artists, and corporate sponsors.

Demonstrate your commitment to furthering arts and cultural engagement within our community by joining the Arts Council of Park City & Summit County as a 2024 Create PC Sponsor.

Thank you for your support of Create PC in 2024



Contact Jocelyn Scudder at jocelyn@pcscarts.org
for more information