

GoggleWorks Center for the Arts

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Hello!

Are you passionate about boosting Berks County's creative economy or have an interest in supporting local nonprofits working in the arts? Would you like to reach thousands of local culture-savvy consumers? If so, please consider becoming a sponsor of the 7th annual Arts Festival Reading, being held on October 6-7, 2018.

Presented by GoggleWorks Center for the Arts, Arts Festival Reading aims to act as a conduit for established and emerging artists to network and sell their work, while allowing visitors the opportunity to see the handmade process through art demonstrations. New this year, guests can dive in and create something of their own in a series of "make-and-take" workshops being offered throughout the weekend. The two-day event also features live music and performances on the Sly Fox Stage, locally-sourced food and craft beverages by our new restaurant partners Belly: Kitchen & Drinkery, and much more.

As one of GoggleWorks' major fundraising events, proceeds from Arts Festival Reading helps sustain a robust schedule of community programs and special events, including exhibitions and our After School Arts Program, offered to children residing in Berks County, ages 7-17 at no cost to their families. Additionally, these funds support aspiring, emerging, and established artists through year-round arts education; including artist studios, workshops, classes, visiting artists, residencies, and studio access.

Enclosed you will find an overview of our sponsorship and advertising opportunities for the 7th annual Arts Festival Reading for your consideration. Help us to continue the quality and vitality of this event by becoming a sponsor today.

Thank you in advance for your support.

Sincerely,



Levi Landis
executive director

PRESENTED BY
GoggleWorks
Center for the Arts

7TH ANNUAL

OCTOBER 6 & 7, 2018

ARTS FESTIVAL READING



WHY SPONSOR?

GoggleWorks Center for the Arts promotes Arts Festival Reading through a robust regional print and digital advertising campaign. In addition, Arts Festival Reading has enjoyed coverage from a variety of local and regional online and print media outlets including *Reading Eagle*, BCTV, WFMZ-Allentown, *Berks County Living*, and *West Reading Magazine*.

Onsite Attendance /

2,500+ over the course of the weekend

Printed Program /

3,000 printed & distributed prior to event and onsite

Website /

10,000+ unique visitors to Arts Festival Reading pages online (Sept-Oct)

Digital Newsletters /

18,000+ subscribers

Social Media /

Facebook: 12,500+ followers & Instagram: 1,900+ followers

About GoggleWorks Center for the Arts:

Located in the former Willson Goggle Factory building, GoggleWorks is the largest arts center of its kind in the country. The 145,000 square foot complex features seven teaching studios in ceramics, hot and warm glass, metalsmithing, photography, printmaking, and woodworking, 35 juried artist studios, and dozens of dance, music, arts, and other creative businesses and cultural organizations. GoggleWorks also includes several exhibition galleries and the Boscov Film Theatre.





SPONSORSHIP OPPORTUNITIES

\$15,000 / DIAMOND

Sponsorship Recognition

- Full Page Ad in Festival Program
 - Press Release mention
 - Social Media recognition
 - Logo included on:
 - Print Advertisements*
 - onsite signage
 - Festival program
 - Festival website page
 - Festival newsletters
- * running in *Reading Eagle*, *Berks County Living*, and *West Reading Avenues*

Arts Festival Reading Experience

- 8 tickets to VIP reception with artists & donors
- 8 weekend passes to Arts Festival Reading
- 1 reserved parking space



Private Teambuilding Workshop up to 20 participants / 3 hours

Your team will design and make a one-of-a-kind fused glass mural with the guidance of one of our artists. Beautify your office space with result—all complete murals will come furnished with hanging hardware. Workshop must be booked within one year of sponsorship.

\$10,000 / PLATINUM

Sponsorship Recognition

- 1/2 Page Ad in Festival Program
- Press Release mention
- Social Media recognition
- Logo included on:
 - onsite signage
 - Festival program
 - Festival website page
 - Festival newsletters

Arts Festival Reading Experience

- 6 tickets to VIP reception with artists & donors
- 6 weekend passes to Arts Festival Reading
- 1 reserved parking space



Private Handcrafted Home Workshop up to 10 participants / 3 hours

Learn a new craft and enrich your home with a functional handmade object. Example workshops include woodturned salad bowl, ceramic plate set, and glassblown terrariums. Project availability will be determined at time of booking. Workshop must be booked within one year of sponsorship.

\$5,000 / GOLD

Sponsorship Recognition

- 1/4 Page Ad in Festival Program
- Social Media recognition
- Logo included on:
 - onsite signage
 - Festival program
 - Festival website page
 - Festival newsletters

Arts Festival Reading Experience

- 4 tickets to VIP reception with artists & donors
- 4 weekend passes to Arts Festival Reading



Private Maker Date up to 10 participants / 2 hours

Enjoy a creative evening out and make something together. Join one of our popular Maker Dates—offered in ceramics, hot glass, or warm glass—on the last Friday of every month. Includes a studio tour, instructor demonstrations, and refreshments. 18+ only. Maker Dates must be booked within one year of sponsorship.

\$5,000 / PRESENTING YOCUM'S KIDS SPACE / (1 available)

GoggleWorks has partnered with Yocum Institute of the Arts to provide a series of “make-and-take” workshops and kid-friendly demonstrations for ages 5-12 throughout the weekend. Staffed by professionals from Yocum Institute for the Arts, parents will be able to drop their kids off and shop ‘till they drop!

Sponsorship Recognition

- Press Release mention
- Social Media recognition
- Logo included on:
 - Print Advertisements*
 - onsite signage
 - Festival program
 - Festival website page
 - Festival newsletters

* running in *Reading Eagle*, *Berks County Living*, and *West Reading Avenues*



Arts Festival Reading Experience

- 4 tickets to VIP reception with artists & donors
- 4 weekend passes to Arts Festival Reading

\$2,500 / SILVER

Sponsorship Recognition

- Logo included on:
 - onsite signage
 - Festival program
 - Festival website page
 - Festival newsletters

Arts Festival Reading Experience

- 4 tickets to VIP reception with artists & donors
- 4 weekend passes to Arts Festival Reading

Complimentary Maker Date Tickets up to 4 participants / 2 hours

Enjoy a creative evening out and make something together. Join one of our popular Maker Dates—offered in ceramics, hot glass, or warm glass—on the last Friday of every month. Includes a studio tour, instructor demonstrations, and refreshments. 18+ only. Maker Dates must be booked within one year of sponsorship.

\$1,000 / BRONZE

Sponsorship Recognition

- Logo included on:
 - onsite signage
 - Festival program
 - Festival website page

Arts Festival Reading Experience

- 2 tickets to VIP reception with artists & donors
- 2 weekend passes to Arts Festival Reading

\$500, \$250, OR \$100 / FRIEND OF THE FESTIVAL

Sponsorship Recognition

- Logo or Name included on:
 - onsite signage
 - Festival program
 - Festival website page

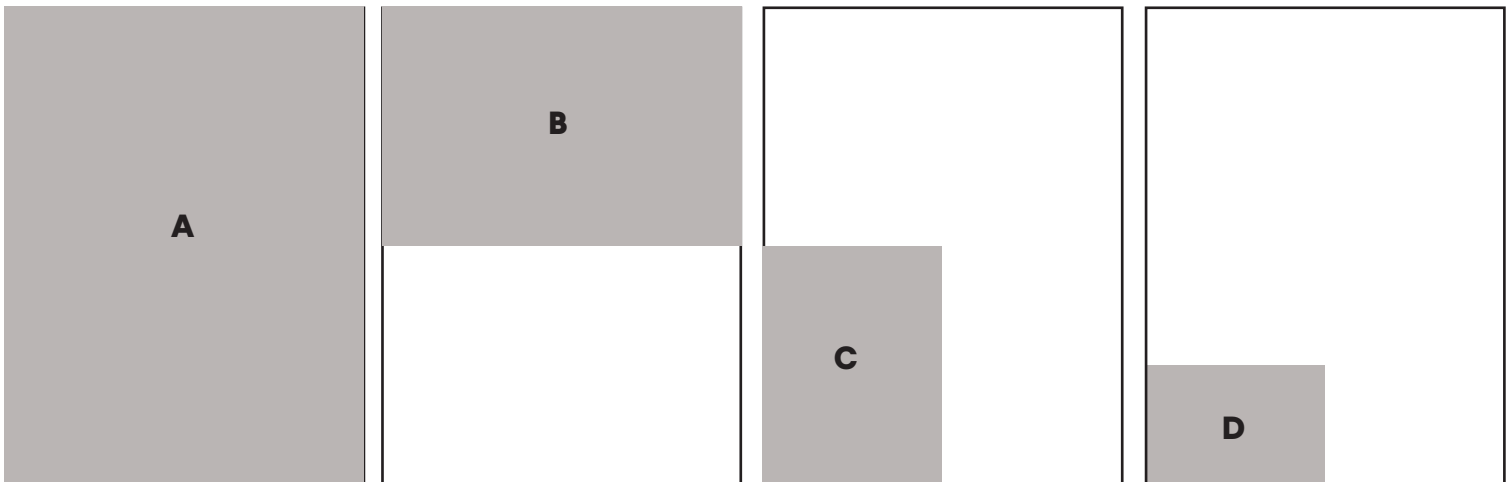
Arts Festival Reading Experience

- 2 tickets to VIP reception with artists & donors
- 2 weekend passes to Arts Festival Reading

BECOME AN ADVERTISER

Advertising in our program is a great way to reach our culture-savvy audience and support Arts Festival Reading.
Full color / 3000 printed / available onsite

A Full page ad	5" w x 7.75" h	\$1000
B 1/2 page ad	5" w x 3.875" h	\$500
C 1/4 page ad	2.375" w x 3.875" h	\$250
D 1/8 page ad	2.375" w x 1.85" h	\$125



GET IN TOUCH!

Contact us to secure your sponsorship or advertising space today. If you don't see a sponsorship package that meets your needs, we can always customize something to help you reach your target audience. We look forward to working with you!

artsfestival@goggleworks.org
(610) 374-4600 x140