



August 12, 2024

Dear friend,

The Genesis Collective is thrilled to announce our upcoming celebration of Beaver County artists at our “Mad About Art” exhibit and fundraising event on October 25 at Beaver Station Cultural & Event Center.

“Mad About Art” is the culmination of our month-long, county-wide “Art Madness” exhibition and promises **an art-immersive experience featuring the works of a diverse group of Beaver County visual, musical, and culinary artists.**

Proceeds strengthen The Genesis Collective’s work to support Beaver County creatives, provide accessible art experiences in our communities, and build our region’s cultural equity and creative economy.

**Because you are a champion for our community and a caring contributor to Beaver County's growth and development, we are excited to invite you to join us as a Mad About Art sponsor to play an integral role in making this enriching experience possible.**

The enclosed sponsorship document outlines how you can pair your brand with this uniquely inspirational evening of art and community. Your participation at any level will be a worthy investment in our county’s artistic treasure and will be recognized in event marketing to our networks of artists and community leaders..

***How does your support make a difference?*** Here are our 2023 key points of impact that generous contributions like yours helped to make possible:

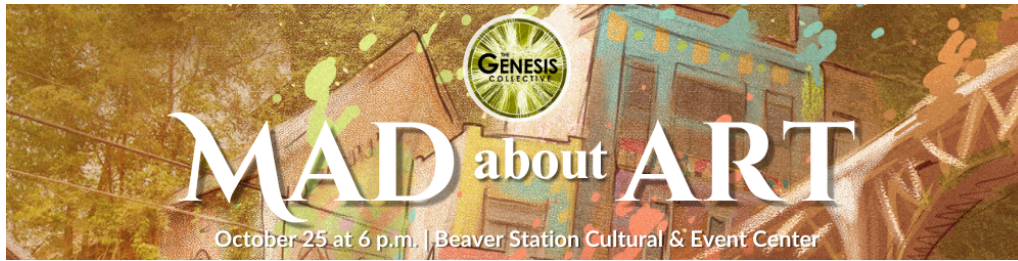
- **New opportunities and over \$400,000 in income generated for creatives** through exhibits, commissions, teaching, and special events and promotions
- **Artistic enrichment and inspiration for our communities** through free concerts, exhibits, public art projects, murals, and community history projects
- **Art education for 200+ kids** through summer camps, after-school programs, and classes
- **1,200+ hours of meaningful collaborative projects with 67 organizations and 20+ small businesses.**

Thank you for your consideration and support! Together, we can build strong, vibrant, and equitable Beaver County communities - *through the arts.*

Sincerely,

Pamela Rossi-Keen, PhD  
Executive Director

**P.S. To maximize your benefits and ensure full recognition, secure your sponsorship by September 6.** I welcome the chance to talk with you to answer any questions or to discuss custom sponsorship options. Feel free to call me at 386.748.7448 or email me at [pamela@gcollective.org](mailto:pamela@gcollective.org).



## SPONSORSHIP OPPORTUNITIES

The Genesis Collective's month-long, county-wide "Art Madness" exhibition culminates in the October 25 "Mad About Art" art-immersive exhibit and fundraising event. Proceeds benefit The Genesis Collective's work to build strong, vibrant, and equitable Beaver County communities - *through the arts*.

**Pair your brand with this unique evening of art and community featuring the works of a diverse group of Beaver County visual, musical, performance, and culinary artists. Reach The Genesis Collective's 2,500 followers/subscribers and one of Beaver County's largest networks of artists and community leaders.**

### Presenting Sponsor - \$5,000 (Exclusive)

- Your name co-branded with Mad About Art event
- Prominent logo placement in promotional materials throughout Art Madness month and Mad About Art event (ads, flyers/posters, promotional emails, social media posts and tags, event signage - including signage in Art Madness participating businesses)
- Inclusion in event press release
- Opportunity to speak at event and share why you/your business values the arts (3-5 minutes)
- Opportunity to feature your brand materials at event
- Facebook/Instagram Live interview during event promotional period
- Logo with link on The Genesis Collective website
- Piece of artwork by local artist selected for your office
- 8 tickets to event (we can place any unneeded tickets in our ticket scholarship program on your behalf)

### Cultural Connoisseur - \$2,500

- Prominent logo placement in promotional materials throughout Art Madness month and Mad About Art event (ads, flyers/posters, promotional emails, social media posts and tags, event signage - including signage in Art Madness participating businesses)
- Inclusion in event press release
- Opportunity to feature your brand material at event
- Your business name and 25- to 50-word description included in welcome remarks
- Piece of artwork by local artist selected for your office
- Logo with link on The Genesis Collective website
- 4 tickets to event (we can place any unneeded tickets in our ticket scholarship program on your behalf)

### Artist Champion - \$1,000

- Logo placement in all promotions throughout Art Madness month and Mad About Art (ads and flyers, emails, social media, event signage - including signage in Art Madness participating businesses)
- Your name included in welcome remarks at event
- Logo with link on The Genesis Collective website
- 2 tickets to event

### Gallery Sponsor - \$500

- Your logo prominently featured on a "Gallery Sponsor" sign at one of the gallery sections at Oct. 25 event
- Your name included in welcome remarks at event
- Recognition in print and digital promotion
- 1 ticket to event

### Art Enthusiast - \$250

- Name included in promotional materials throughout Art Madness month and Mad About Art event - ads and flyers, emails, social media, event signage - including signage in Art Madness participating businesses
- 1 ticket to event

**To maximize your sponsor benefits and ensure full recognition, secure your sponsorship by September 6.**

**Questions?** To secure your sponsorship or to discuss customized opportunities, talk with your event contact or reach out to Kelly Powell at 412.443.4987 or [kelly@gcollective.org](mailto:kelly@gcollective.org).



## Mad About Art Sponsorship Commitment Form

Friday, October 25, 2024 | Location: Beaver Station Cultural & Event Center

YES! I would like to participate as a sponsor in the Mad About Art event and help The Genesis Collective build strong, vibrant, and equitable Beaver County communities - *through the arts.*

Please mail your completed form and check payable to  
The Genesis Collective to: 1319 Davidson St., Aliquippa, PA 15001.

**You may join our circle of sponsors at any time prior to the event, but to maximize your benefits and ensure full recognition, secure your sponsorship by September 6.**

\_\_\_\_\_ Presenting Sponsorship\* - \$5,000

\_\_\_\_\_ Gallery Host\* - \$500

\_\_\_\_\_ Cultural Connoisseur\* - \$2,500

\_\_\_\_\_ Art Enthusiast - \$250

\_\_\_\_\_ Artist Champion\* - \$1,000

> Sponsor benefits are outlined in the attached Sponsorship Opportunities document.

> \*Sponsors with logo placement in benefit packages: email your logo to [kelly@gcollective.org](mailto:kelly@gcollective.org).

Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

How would you like your company/organization name to appear in event promotion?

\_\_\_\_\_ Same as above

\_\_\_\_\_ Other: \_\_\_\_\_

**Thank you for your support!** The Genesis Collective is a nonprofit that supports Beaver County creatives, provides accessible art experiences in our communities and builds our region's cultural equity and creative economy.