



THE EVENING OF THURSDAY • SEPT. 17, 2020 LIVE ONLINE EVENT

The Indianapolis Art Center invites you to be a featured sponsor of our virtual gala, The Big Give Show! Combining traditional gala elements with Art Center flair, The Big Give Show! brings the excitement to you with our take on a telethon-style event. While joining us from home with friends and family, the event remains a party with a purpose!

Sponsorship opportunities let you be part of the program and connect your brand with the audience. An official live stream watch party will be available for sponsors and supporters to interact and enjoy the evening together "at the event." For the first time ever, The Big Give Show! will also be open to the general public free-of-charge via live stream on Facebook and YouTube.

The Big Give Show! proceeds provide critical support of the institution's programs, which provide art-making and viewing to the public seven days a week. To continue to make art accessible to all, the Art Center relies on its dedicated supporters.

About the Art Center

The Indianapolis Art Center is Indy's home to creative learning, dynamic exhibitions, fabulous events, and a vibrant community of affluent and connected students. Each year, we welcome hundreds of thousands of art lovers to our campus for art classes, exhibition openings, and fun events, including the Broad Ripple Art Fair, ArtsPark Fall Fest, and Veterans Art Day. We also take high-quality art lessons to more than 1,000 local youth and teens in our Outreach programs. Since 1934, we've helped Hoosiers connect to their creativity.

The Indianapolis Art Center works with each sponsor of The Big Give Show to customize benefits, helping all sponsors meet their marketing goals. All event sponsors demonstrate their support of the arts in our community to their clients, prospects, and employees.

Why Sponsor?

Exposure, Brand Awareness & Loyalty

Build brand recognition and loyalty with the Art Center's dedicated audience through our sponsorship packages. The Big Give Show! offers a wide variety of sponsorship opportunities to meet your marketing objectives through targeted marketing to art lovers, business leaders, and community connectors at the Art Center.

Audience Demographics

The Big Give Show! aims to be a lively evening where you can connect your brand with the Art Center's most loyal audience made up of members, students, donors, sponsors, and event attendees. With pre- and post-event promotions, The Big Give Show! allows sponsors to associate their brand before a valuable market with one of the city's largest and most dynamic arts organizations. Our audience is an affluent and social group who primarily lives on the north side of Indianapolis, as well as in Hamilton and Boone Counties (91%). We hope to reach an even broader audience by streaming online.

About our audience:

- 31% earn more than \$150k each year
- 51% earn more than \$100k
- 68% earn more than \$75k
- 75% are between the ages of 25 and 55 years old
- 70% have a home value of over \$200k

For more information about sponsoring ArtSparkle please contact Max Browning, Corporate & Foundations Relations Manager, at MBrowning@IndplsArtCenter.org or 317.255.2464 x 2570.

	TITLE	PLATINUM	GOLD	SILVER
INVESTMENT	\$25,000	\$10,000	\$5,000	\$2,500
DESIGNATION OF THE BIG GIVE SHOW!, PRESENTED BY YOU	*			
NAME INCLUSION IN EVENT LOGO	*			
INCLUSION AS FALL EXHIBITION SPONSOR	*	*		
VERBAL RECOGNITION IN OPENING REMARKS	*	*	*	
DESIGNATION AS EVENT SEGMENT SPONSOR	*	*	*	*
INCLUSION IN MARKETING COLLATERAL	*	*	*	*
RECOGNITION DURING EVENT	PROMINENT	LARGE	SELECT	SELECT
TESTIMONIAL VIDEO*	45 sec.	45 sec.	30 sec.	30 sec.
LOGO RECOGNITION ON THE BIG GIVE SHOW! WEBSITE	*	*	*	*
RESERVED LIVE STREAM ROOM	*	*	*	*
All sponsors are encouraged to provide branded collateral for our "At-Home Party Kits" to help guests celebrate the event from the comfort of their homes.				

*Sponsor is responsible for creating their testimonial video indicating why you choose to support the Indianapolis Art Center. Listed time is the maximum allotted time for your testimonial.