



artlink
PHOENIX

Proposal of Support
January 2013



What is Artlink?

Artlink Phoenix, founded in 1988, is an all-volunteer run 501(c)3 arts organization based in downtown Phoenix. Our mission is to link visual artists, businesses, and the public to better understand, appreciate, and promote the arts, and to further develop a strong, vital arts community.

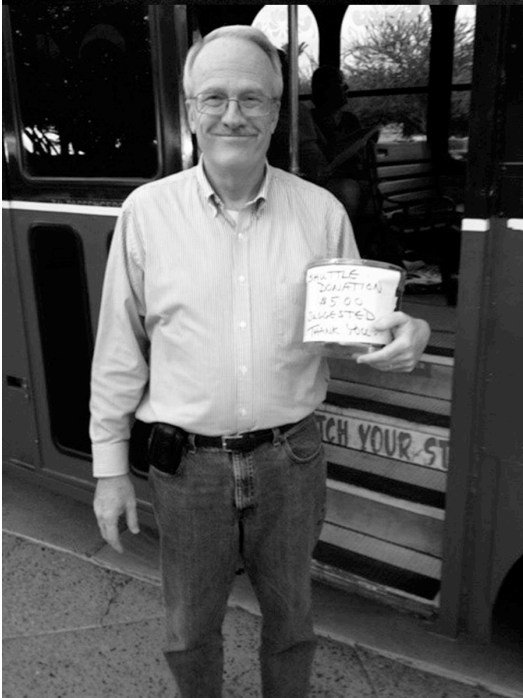
Support from community sponsors enables Artlink to fulfill its mission by providing quality programs in collaboration with other arts groups and supporters.

It is only through these generous contributions that all-volunteer Artlink board can fulfill its mission to support and enhance community events such as **First Friday and Third Friday Art Walks**, and the upcoming **Art Detour 25**, our annual weekend festival of the arts that includes artist studio tours, a juried exhibition, music, and art activities for all ages.

If you are interested in engaging an active audience of Phoenix art lovers, Artlink's programs are in a prime position to support your marketing goals.

Chaos Theory 13 First Friday Opening, Legend City Studios





First Fridays Tour

First Fridays Art Walk Tour

Over the past two decades, the First Fridays Art Walk has evolved into major monthly celebration that draws anywhere from 12-20,000 people every month.

Artlink provides complimentary trolley service from the Phoenix Art Museum to the popular Roosevelt Row and Grand Avenue arts districts, with knowledgeable docents guiding new and returning visitors.

Between 400-600 visitors ride the trolleys every month, with thousands more seeing these “mobile billboards of sponsor recognition” driving past.

Sponsors who underwrite the costs of this program will receive Presenting Sponsorship recognition in the following promotional elements:

- Signage at Phoenix Art Museum, the tour hub
- First Fridays Map
- ArtlinkPhoenix.com and First Fridays webpage
- Artlink's First Fridays e-newsletter
- Facebook First Fridays event invitation
- Trolley Signage
- Tour docent script

Audience Engagement:

- Opportunity to distribute collateral and/or discount offers to First Fridays visitors
- Opportunity to distribute a special offer to local artists and the downtown community, facilitated by Artlink's newsletter and social media outlets

Available Sponsorship Terms:

- One month \$1,200
- Quarterly \$2,750
- Semi-annual \$5,000
- Annual \$9,750



Third Friday Collectors Tour



Willo North Gallery owner Robrt Pela welcomes participants of the Third Friday Collectors Tour

Artlink hosts a series of bi-monthly Third Friday Collectors Tours. These exclusive guided trolley tours visit select exhibitions/artist studios in downtown Phoenix, with light refreshments at each location. Guests enjoy a private viewing as well as the opportunity to meet the curators and artist(s) one-on-one and learn more about their processes and vision.

Sponsors will receive Presenting Sponsorship recognition in the following promotional elements:

- Signage at Phoenix Art Museum, the tour hub
- Third Friday Collectors Tour Map
- ArtlinkPhoenix.com and the Third Fridays webpage
- Artlink's Third Friday e-newsletter
- Facebook Third Friday event invitation
- Tour host script
- Plus, two complimentary tickets

Audience Engagement:

- Opportunity to make welcome remarks to tour participants

Sponsorship Investment: \$500 (per tour)



Artist in studio, Randy Slack

Art Detour

Art Detour is the event that launched the First Fridays Art Walk phenomenon. The annual event provides visitors the opportunity to meet visual artists in their working environments and to see into the creative spaces tucked throughout downtown that are generally not open to the public. The event gives the artists the opportunity to invite questions about their work and work processes.

25th Anniversary

The 25th Annual Art Detour will take a historical look at the artists who contributed to its success over the years, as well as the galleries, organizations and businesses who embrace and promote downtown Phoenix artists and their work today.

Art Detour 25 will take place March 2 & 3, 2013, coinciding with First Fridays Art Walk, resulting in a weekend chock-full of arts related tours, exhibits and activities. "Detour-ists" will be invited to visit galleries and artist studios, learn about public art and murals from artist and knowledgeable docents, and much more.

2013 Schedule of Events

2/23 – Silver Gala. Fun, formal affair to toast the arts community & kick off the 25th Anniversary in style.

3/1 – Pre-Detour First Friday. March First Friday is typically one of the most popular of the year.

3/2-3 – Self-guided tours. A map and shuttles will guide visitors to the open art stops.

3/2 – Walking Public Art Tours. Knowledgeable docents will guide visitors to points of interest.

3/3 – Guided Studio Tours. An intimate look at working studio spaces.



Art Detour Sponsorship Opportunities

- **Presenting Sponsor Recognition**

Art Detour takes place on March First Friday weekend, providing the presenting sponsor the First Friday promotion elements outlined on page 3, plus acknowledgement in the following Art Detour promotion:

- Signage and collateral distribution at the tour hub stops
- Art Detour Map
- ArtlinkPhoenix.com and the Art Detour webpage
- Artlink's First and Third Friday Newsletter
- Art Detour social media promotion
- Trolley Signage
- Docent tour script mention
- Opportunity to distribute collateral and/or discount offers to First Friday visitors
- Opportunity to distribute a special offer to local artists and the downtown community, facilitated by Artlink's newsletter and social media outlets

Total Investment: \$10,000



- **Silver Gala Presenting Sponsor Recognition**

- Silver Gala invitation and promotion
- Welcome signage on-site at the event
- ArtlinkPhoenix.com and the Gala webpage
- Artlink's First and Third Friday Newsletter
- Facebook Art Detour event invitation

Total Investment: \$7,500

- **Tour Guide Sponsor**

- Art Detour Map
- Stop signage
- Info booths
- Balloons
- Signage for locations

Total Investment: \$5,000

- **Kids Detour Presenting Sponsor**

- Kids Detour poster
- Kids Detour map
- Passport

Total Investment: \$2,500

- **Public Hanging**

- Public Hanging invitation and promotion

Total Investment: \$1,000

- **Community Support Recognition**

- Art Detour map and on Artlinkphoenix.com

Total Investment: \$500

- **Silver Friend of Artlink**

- Art Detour map and on Artlinkphoenix.com

Total Investment: \$250



Art Walkers. Photo by Jack London.



Artlink Board of Directors

Mike Oleskow**President**

Modus Operandi, Principal

Max & Lucy, Principal

mike@artlinkphoenix.com

Nancy Hill**Vice President****Art Detour Chair**

Hazel & Violet, Partner

nancy@artlinkphoenix.com

Jill Bernstein**Secretary**

Keep Arizona Beautiful, Executive Director

Joseph Benesh**Treasurer**

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Arizona Citizens for the Arts, Board Member

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Urban Affair, President & Founder

Downtown Phoenix Journal, Publisher

Phoenix Community Alliance, Board Member

Lincoln Family Downtown YMCA, Board Member

Hugo Medina

Artist

Calle 16, Co-Founder

Laura Dragon

{9} The Gallery, Owner/Curator



artlinkphoenix.com

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Facebook

info@artlinkphoenix.com

Cover image: Artlink's AE England Gallery at Civic Space Park with "Her Secret is Patience," by artist Janet Echelman, overhead. Photo by Alison Sweet.