



City of Phoenix

OFFICE OF THE MAYOR
MAYOR GREG STANTON

DOWNTOWN PHOENIX, INC.

Dear Supporter of Downtown and the Arts:

Your commitment to a vibrant downtown has helped create a strong foundation for Phoenix's future. We invite you to celebrate what we've created together.

Join the Office of the Mayor, Downtown Phoenix, Inc., Artlink and other community partners on Saturday, March 1, 2014, at the *Art d'Core Gala* to salute the social, economic and livability advances that have transformed our urban core.

This festive event at Crescent Ballroom will bring together our corporate partners, education and research leaders, small business entrepreneurs, neighborhood groups, and the flourishing arts community to express our shared pride in Phoenix.

Over the past three decades we've transformed downtown by creating major sports and entertainment venues; a 21st century university; world-class medical research facilities; clean, efficient and accessible public transportation; a supportive environment for innovative entrepreneurs; and a dynamic arts scene that brings tens of thousands of people into downtown every month. We've built a strong foundation.

Please consider making a financial commitment to this event, which will bring all of us together to celebrate our past success, and deepen our commitment to enhancing livability and commerce in downtown Phoenix.

It took everyone, including the City, business, neighborhood groups, entrepreneurs and artists to bring our city this far. We will continue working together to add the textures, flavors, and colors that strengthen our vibrant downtown and showcase this city we love. Whether you are a diehard Suns fan, an adventurous foodie, or a First Fridays reveler, we are building a downtown that belongs to everyone.

It will be a great party, but more importantly, proceeds from the event will advance the work of Artlink and other grassroots organizations that are key to the success of downtown.

We count on and deeply appreciate your support. To learn more about how you can contribute to this event, and to the ongoing work of Artlink and other grassroots organizations, please visit ArtlinkPhoenix.com or contact Tony Motola at 602-540-9528.

Thank you for your continued support.

Greg Stanton
Mayor

David Krietor
CEO, Downtown Phoenix Inc.



www.facebook.com/mayorstanton



www.twitter.com/mayorstanton

greg.stanton@phoenix.gov

www.phoenix.gov/mayor

Detour Starts with and “Art D’Core Gala”

Join the Office of the Mayor, Downtown Phoenix, Inc., Artlink and other community partners on Saturday, March 1, 2014, at the Crescent Ballroom for the *Art d’Core Gala*.

This exceptional celebration will spotlight the significant contribution of the arts in invigorating and adding color to our urban core.

It is also the kick-off to Artlink Inc.’s 26th Annual Art Detour event, March 8-9, 2014. Gala sponsors will receive an integrated package of benefits, including recognition through arts events throughout the year.

Visionary

- Company recognition throughout the event with your logo on event signage as well as recognition from the podium by Mayor Greg Stanton
- Prominent exposure in all event promotion efforts, including invitations, website and press releases
- Company banner ads on DowntownPhoenixJournal.com
- Recognized in official partner communications from Downtown Phoenix Inc. (“DPI”)
- Back page ad in The Arizona Republic’s Art Detour insert (100K distribution)

Total Investment: \$10,000

Leader

- Logo recognition on event signage
- Recognized in the Gala invitation
- Recognized in event promotion and on website
- Recognized in official partner communications from DPI

Total Investment: \$5,000

Ally

- Event signage listing
- Listed in event promotion and on website
- Recognized in official partner communications from DPI

Total Investment: \$2,500



All sponsors receive recognition from Artlink Phoenix through the end of 2014!

- Art Detour Map distributed to 100K households and businesses in The Arizona Republic. DEADLINE is 2/2
- ArtlinkPhoenix.com, Art Detour webpage and Artlink’s First and Third Friday Newsletters (2K distribution)
- Art Detour signage and social media promotion
- Opportunity to distribute collateral and/or discount offers to monthly 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
- Opportunity for Pop-up Gallery curation in partnership with Artlink
- First notice of special events including Collectors Tours, Juried Exhibition receptions and more