



**GET
LINKED!**
artlinkphx.org

2020 PROPOSAL OF SUPPORT

OUR MISSION

As a 32-year 501(c)3 nonprofit organization born from artists, Artlink supports the stakeholders of the arts and culture community, amplifying its collective strength. The Artlink name is a guiding principal for the mission of keeping the arts integral to development by connecting artists, business and community.

PROGRAMS | EVENTS | INITIATIVES

Articipants

Artlink's Articipant Program invites artists, arts businesses and arts and culture organizations of all sizes that contribute to Phoenix's vibrancy to become Articipants. This identification of engaged stakeholders speaks to the depth of our talent pool, highlights business interest, and the strength of collaboration.

Art Detour

Phoenix's original art walk event featuring self-guided tours, open studios and galleries, "meet the artist" talks and demonstrations, street art, pop-up galleries, hands-on activities for families, a variety of performances, and interactive experiences.

Art d'Core Gala

Opening night celebration of the arts contribution to our city.

First/Third Fridays

Artlink provides the official online and printed map and transportation to downtown arts districts for Phoenix's famed First Fridays and provides ongoing promotion of openings/exhibitions for Third Friday, "Gallery Night."

Juried Exhibition

An open call to Arizona artists to submit work to be reviewed by a panel of prominent members of the Phoenix arts community.

Creative City Symposium Series

In partnership with Phoenix Community Alliance, a series of informative discussions designed to educate, elevate and engage.

Artlink Artist Council (AAC)

A group comprised of established professional artists who strive to elevate the profile of Phoenix's creative community.

The Artist Forward Fund (TAFF)

An artist fund developed in collaboration with the AAC that provides direct financial support to artists via mini-grants, as well as exhibition facilitation and mentorship.

Mixed Media Happy Hour

Events designed to engage and build collaboration among the artists and the entire creative community.

PhoenixUrbanGuide.com (PUG)

This powerful database, event calendar and map allows for inclusive promotion of a broad arts and culture community.

ArtistsAZ Directory

A PUG-powered directory of active, working Arizona artists. The same connective database that powers PUG's calendar and map is used to develop an inclusive artist directory.

OUR PARTNERS

Arizona Commission on the Arts, City of Phoenix Mayor's Office and Office of Arts & Culture, Downtown Phoenix Inc. The Arizona Republic/azcentral, Phoenix Convention Center, Phoenix Art Museum, Valley Metro, City of Phoenix Public Works Department, City of Phoenix Water Services Department, Park Central, True North Studio, Marriott International, Phoenix Community Alliance, Dunn Transportation, Roosevelt Row CDC, Historic Grand Avenue, Phoenix Warehouse District, Clyint, Erik Karvonen Design, the Artlink Artist Council, Artlink Articipants, Volunteers, and all artists!

ARTLINK PARTNERSHIP OPPORTUNITIES

The packages listed below offer both year-round recognition of support and opportunities by event.

VISIONARY | \$20,000

Sustaining support for Artlink's year-round programs and community initiatives through 2020

- Presenting position in all Artlink communications listed below including invitations, maps and digital media
- Presenting position in Artlink advertising
- Recognition as presenting sponsor of Art Detour 32.
- Ten (10) tickets to the Art d'Core Gala, including an exclusive preview reception

LEADER | \$10,000

Major sponsor of Artlink's year-round programs through 2020

- Recognized in all Artlink communications listed below
- Recognition as presenting sponsor of a select Artlink event
- Eight (8) tickets to the Art d'Core Gala, including an exclusive preview reception

PATRON | \$5,000

Supporting sponsor of Artlink through 2019

- Recognized in all Artlink communications listed below
- Recognition as supporting sponsor of a select Artlink event
- Six (6) tickets to the Art d'Core Gala, including an exclusive preview reception

ARTLINK EVENT SUPPORT | \$1,000 - 2,500

Ask about partnership support of Artlink events throughout 2019, including:

- Art Detour 32
- Art d'Core Gala
- Juried Exhibition
- First/Third Fridays
- Mixed Media Happy Hours
- Creative City Symposium

ARTLINK COMMUNICATIONS

- Linkletter Newsletters (12K, min 2x month)
- ArtBoard Newsletters (700+ artists, min 2x month)
- Social media mentions (20K+ followers)
- Press announcements
- First/Third Friday Map + Art Detour Maps (13K printed annually)
- Online recognition: ArtlinkPHX.org, ArtDetour.com, PhoenixUrbanGuide.com (PUG), ArtistsAZ.com (125K visitors/yr, recognition varies by sponsorship)

MORE OPPORTUNITIES TO LINK UP!

- **Work with Artlink to develop and promote calls to artists**
- Distribute collateral to monthly Art Detour and/or First Friday visitors
- Connect with local artists and the greater arts community at Artlink events
- Hear about the latest programs, initiatives, hot topics, and more

DIRECT SUPPORT TO ARTISTS

Artlink believes artists contribute significantly to Phoenix's culture and economic vitality. For this reason, Artlink allocates 10 percent of partnership revenue to the Artist Forward Fund, a program that provides support grants to local artists, produced in collaboration with the Artlink Artist Council. Funds granted may cover costs for an artist's materials, installation expenses, and more.

CONTACT

Catrina Kahler, President & CEO | catrina@artlinkphx.org | 602-579-2988

VISIT ARTLINKPHX.ORG/SUPPORT

Artlink Inc. is a 501(c)3 nonprofit organization. Corporate and individual contributions are welcome. Please visit our website to make a donation in support of Artlink programs. All or part of your contribution may be tax deductible as a charitable contribution. Please check with your tax advisor.