



# OVERVIEW

SPARKcon is an open source, interdisciplinary creativity festival held annually in Downtown Raleigh. SPARKcon offers a platform for creative people to showcase their talents in 13 different categories, including theater, dance, visual art, tech, film, literature, and so much more! This platform is open to everyone because the festival is planned from the bottom up, putting creative people in charge. Through trainings and hands-on experience, VAE's staff and the festival's volunteer leadership team help creative people raise funds for, think through the logistics of, and produce their creative ideas using SPARKcon and its built-in audience. VAE Raleigh produces SPARKcon, but does not curate the talent or dictate what creativity is appropriate for the festival. VAE staff works FOR the artists, enabling them to use SPARKcon's footprint and resources to explore their most experimental and exciting ideas.

# AUDIENCE

80,000+ people attend SPARKcon each year. Our community is very creative, diverse, highly educated, and from across the Southeast region. The core demographic is the urban creative class, including both young professionals employed in the tech sector and families with a keen interest in downtown and the arts community. More than 50% of our attendees fall in the 25-44 year old range.

# TRACK RECORD

In its 14-year history, SPARKcon has successfully:

- Trained and empowered 750+ SPARKcon organizers to become new community leaders
- Helped launch creative businesses like AcroEntertainment, Raleigh Denim Workshop, Cirque de Vol Studios, and Imagine Circus
- Showcased performances by and exhibited the work of more than 16,000 creative individuals
- Engaged hundreds of thousands of local citizens to support and appreciate creative talent in the Triangle
- Expanded the careers of artists involved in the festivals by opening the door to museum exhibitions, gallery representation, concerts, touring contracts, and retail opportunities
- Facilitated city design sessions to envision a new concept of an artistic centerpiece for Raleigh and helped design City Plaza to become a "flexible platform" for future artists
- Engaged citizens to create a "Raleigh 360" vision of what support for local businesses and talent should look like, eventually informing such efforts as Shop Local Raleigh
- Represented SPARKcon as a national model of grass-roots revitalization in venues across the country, including major efforts in Memphis and New Orleans
- Included thousands of Wake County Students as artists and sent teaching artists into 30+ schools.



## PRESENTING SPONSOR - \$25,000

SPARKcon's presenting sponsor is built into all marketing and branding for the event with a logo lockup. By supporting at the presenting level, you are helping to sustain SPARKcon's growth and the creative community it serves by allowing VAE to hire more artists, improve the infrastructure of the festival, and put money in artists' pockets. The presenting sponsor is credited with making the festival possible at all 200+ events throughout the weekend.

### EVENT PRESENCE

- SPARKcon will reserve a 20'x20' or similar sized space for your business' very own creative display or programming. Use this space and time to connect with the SPARKcon audience or to empower your team to put together their own creative display
- Opportunity for a behind the scenes tour with SPARKcon talent for your VIPs
- 12 reserved seats at both the fashionSPARK fashion show and the circusSPARK fire showcase
- Literature distribution at SPARKcon information hub and at indoor venues

### ONLINE RECOGNITION

- Logo lockup recognition on all pages of SPARKcon.com
- Logo recognition with link to your site on the SPARKcon.com homepage
- Logo and link on sponsor page
- Recognition through SPARKcon and VAE's Facebook, Twitter, and Instagram to 20,000+ fans
- Recognition in 10 email blasts to 100,000+ SPARKcon fans

### PROMOTIONAL RECOGNITION

- Logo lockup on all SPARKcon materials
- Logo in print ads in the News & Observer
- Prominent logo recognition on all printed materials
- Logo recognition on all calls-for-talent

### ON-SITE RECOGNITION

- Verbal recognition at all 200+ SPARKcon events
- Logo recognition as temporary tattoos on all SPARKcon staff members (we're serious!)
- Logo projection on the side of the Raleigh Marriott City Center and Duke Energy Center for the Performing Arts
- Prominent logo recognition on street signage, tents, information hub, inside host venues, and all digital displays
- Prominent logo recognition on SPARKcon printed program and festival map
- Logo recognition on the kick-off event and fashionSPARK fashion show digital screens
- Your name boldly listed above two 5'x5' street painting squares OR a street painting space for your team to create their own work to market your company in chalk

### CONTINUED RECOGNITION

- Three \$1000 Project Seed Grants will be awarded to artists in your company's name. These projects will be presented at SPARKcon XIV and credit will be given to your company throughout life of the project.
- Credit for presenting four street painting workshops at two Wake County Public Schools



## **BLAZE (MAIN STAGE SPONSOR) - \$10,000**

### **EVENT PRESENCE**

- SPARKcon will reserve a 20'x20' or similar sized space for your business' very own creative display or programming. Use this space and time to connect with the SPARKcon audience or to empower your team to put together their own creative display
- Opportunity for a behind the scenes tour with SPARKcon talent for your VIPs
- Eight reserved seats at the fashionSPARK fashion show and the circusSPARK fire showcase
- Literature distribution at SPARKcon information hub and at indoor venues

### **ONLINE RECOGNITION**

- Logo recognition with link to your site on the SPARKcon.com homepage
- Logo and link on sponsor page
- Promotion to SPARKcon and VAE's 20,000+ social media followers
- Recognition in four email blasts to 100,000+ SPARKcon fans

### **PROMOTIONAL RECOGNITION**

- Logo in print ads in the News & Observer

### **ON-SITE RECOGNITION**

- Recognition as the Main Stage Sponsor
- Banners on Main Stage that promote your brand
- Verbal recognition at kick-off event, circusSPARK showcase, and fashionSPARK fashion show
- Logo recognition as temporary tattoos on all SPARKcon staff members (we're serious!)
- Logo recognition on the kick-off event and fashionSPARK fashion show digital screens
- Name on oversized posters at SPARKcon information hub and all digital displays
- Prominent logo recognition on SPARKcon printed program and festival map
- Your name boldly listed above two 5'x5' street painting square OR a street painting space for your team to create their own work to market your company in chalk

## **TORCH - \$5,000**

### **EVENT PRESENCE**

- SPARKcon will reserve a 10'x20' space for your very own creative display or programming. Use this space and time to connect with the SPARKcon audience or to empower your team to put together their own creative display
- Opportunity for a behind the scenes tour with SPARKcon talent for your VIPs
- Four reserved seats at the fashionSPARK fashion show
- Literature distribution at SPARKcon information hub and at indoor venues

### **ONLINE RECOGNITION**

- Logo recognition with link to your site the SPARKcon.com homepage
- Name or logo and link on sponsor page
- Promotion to SPARKcon and VAE's 20,000+ social media followers
- Recognition in four email blasts to 100,000+ SPARKcon fans

### **ON-SITE RECOGNITION**

- Verbal recognition at kick-off event, circusSPARK showcase, and fashionSPARK fashion show
- Prominent logo recognition on SPARKcon printed program and festival map
- Name listed on signage at kick-off event
- Name on oversized posters at SPARKcon information hub and all digital displays
- Your name boldly listed above a 5'x5' street painting square OR a street painting space for your team to create their own work to market your company in chalk

## **FLARE - \$2,500**

### **EVENT PRESENCE**

- SPARKcon will reserve a 10'x10' space for your very own creative display or programming. Use this space and time to connect with the SPARKcon audience or to empower your team to put together their own creative display.
- Literature distribution at SPARKcon information hub and at indoor venues

### **ONLINE RECOGNITION**

- Logo recognition with link to your site on the SPARKcon.com homepage
- Name or logo and link on sponsor page
- Promotion to SPARKcon and VAE's 20,000+ social media followers
- Recognition in four email blasts to 100,000+ SPARKcon fans

### **ON-SITE RECOGNITION**

- Prominent logo recognition on SPARKcon printed program and festival map
- Name listed on signage at kick-off event
- Name on oversized posters at SPARKcon information hub
- Literature distribution at SPARKcon information hub
- Your name boldly listed above a 5'x5' street painting square OR a street painting space for your team to create their own work to market your company in chalk





## LIGHTER FLUID - \$1,000

### ONLINE RECOGNITION

- Name or logo and link on sponsor page
- Promotion to SPARKcon and VAE's 20,000+ social media followers

### ON-SITE RECOGNITION

- Logo recognition on SPARKcon printed program and festival map
- Name listed on signage at kick-off event
- Name on oversized posters at SPARKcon information hub
- Name listed above a 5'x5' street painting square

## FLAME - \$750

### ONLINE RECOGNITION

- Name and link on sponsor page
- Promotion to SPARKcon and VAE's 20,000+ social media followers

### ON-SITE RECOGNITION

- Name listed on signage at kick-off event
- Name on oversized posters at SPARKcon information hub

## EMBER - \$500

### ONLINE RECOGNITION

- Name and link on the sponsor page

### ON-SITE RECOGNITION

- Name listed on signage at kick-off event
- Name on oversized posters at SPARKcon information hub

## MATCHSTICK - \$250

### ONLINE RECOGNITION

- Name and link on the sponsor page

### ON-SITE RECOGNITION

- Name listed on signage at kick-off event

## HEAT - \$100

### ONLINE RECOGNITION

- Name on the sponsor page



# SPONSORSHIP PLEDGE

Please fill out this form if you would like to pay by check or if you would like to request an invoice. Make checks payable to Visual Art Exchange, with SPARKcon in the memo line, and mail both to 309 W. Martin Street, Raleigh, NC 27601. To pay with a credit card, please visit [www.sparkcon.com/sponsorship](http://www.sparkcon.com/sponsorship)

## SPONSOR INFORMATION

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Name (Company or Individual) as it should appear in print: \_\_\_\_\_

Are you supporting an individual SPARK? If so, which one? \_\_\_\_\_

## SPONSORSHIP LEVEL

\$25,000 - PRESENTING SPONSOR

\$10,000 - BLAZE

\$5,000 - TORCH

\$2,500 - FLARE

\$1,000 - LIGHTER FLUID

I have enclosed payment!

\$750 - FLAME

\$500 - EMBER

\$250 - MATCHSTICK

\$100 - HEAT

OTHER - I would like to donate \$ \_\_\_\_\_ to SPARKcon!

Please invoice me!

## IN-KIND SPONSORSHIP

Are you donating a good or service? Please describe: \_\_\_\_\_

What is the value of your donated good or service? \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*Many SPARKS offer benefits and recognition beyond those listed here. Venue, media, and in-kind sponsors have a separate set of benefits designed for their special contributions. If you would like more information, contact Brandon Cordrey at [brandon@visualartexchange.org](mailto:brandon@visualartexchange.org) or 919.256.6856.