



Spaces to SPACES

A Roving Housewarming

Saturday, January 14 -
Sunday, January 15, 2017

EXECUTIVE SUMMARY

The highly anticipated grand opening of SPACES at the Van Rooy Coffee Building will feature two days of celebration on January 14 - 15, 2017. The weekend is designed to showcase the new neighborhood and home of SPACES--in the Hingetown area of Ohio City--as well as the impact we've had on artists and audience members for almost 40 years.

Sponsorship of this event provides a recognizable way for you to plug into and bolster a burgeoning creative cluster located along the Detroit Avenue corridor.

PRIMARY AUDIENCE & EXPECTED ATTENDANCE

750+ art aficionados & SPACES supporters, ages 21-seniors [75 guests @ VIP / 575 guests @ General Admission / 100 guests @ Sunday tours]. Estimated PR reach of 1 million.

MARKETING NETWORKS

Established branded SPACES social media networks through Facebook, Twitter, Instagram, and YouTube. Traditional and social media networks through Destination Cleveland, Ohio City Inc., Tremont West Development Corp., Cleveland Institute of Art, Scene Magazine, Cleveland Plain Dealer, CAN Journal, WCSB, and WCPN.

IMPRESSIONS

Prior to event

- *Press release to regional news outlets
- *5,000 printed invitations [3,400 mailed; 1,600 distributed to area dining and entertainment venues]
- *Organization + capital campaign websites, social media updates, blog posts
- *6 e-blasts sent to approx. 4,000 opt-in subscribers
- *Email & social media via partner outlets

During event - impressions vary according to sponsorship level

- *Event signage
- *Remarks by Executive Director
- *Sponsor slideshow
- *Sponsor souvenirs

Post event

- *Event summary report
- *SPACES website/blog
- *SPACES 2017 annual report

MARKETING DATA

Website: 93,492 page views (27,787 unique visitors) in 2015. Separate event page prominently features sponsors, artists, and event details.

Facebook: 6,286 fans. This event will have its own Facebook page.

Twitter: 3,319 followers. Tweet about it using #Spaces2SPACES

SPONSORS OF THE SPACES RELOCATION

In March 2016 SPACES launched a \$3.5 million capital campaign, \$2.475 million of which is for acquisition, construction, and move-related costs, and \$1.025 million is for cash reserves and an endowment. The following are major donors and will be celebrated, along with our sponsors, during the grand opening festivities:

James S. Anderson &
David W. Wittkowsky
Fred & Laura Ruth Bidwell
William Busta & Joan Tomkins
The Cleveland Foundation
Joanne Cohen & Morris Wheeler,
in memory of Rosalie & Morton
Cohen
The Char and Chuck Fowler Family
Foundation
Howard Freedman & Rita Montlack
The City of Cleveland
The George Gund Foundation
Donna & Stewart Kohl
Jack & Linda Lissauer
Toby Devan Lewis
The Meisel Family Foundation
Patricia & Charles Mintz
Jill & Scott Richardson

EVENT DETAILS

Saturday, January 14, 2017, 6 – 8pm

Just for VIPs

The magical weekend begins in style with a progressive dinner party and art performances! Sponsors and VIP ticket holders are invited to arrive early for a walking celebration of Hingetown. Enjoy cocktails, hearty hors d'oeuvres, main course, dessert, and performances at 3 easily accessible locations, prior to the main event at SPACES. This traveling dinner in 3 acts is led by artists Julia Christensen, Kristin Rogers, and Pita Brooks.

Saturday, January 14, 2017, 8pm – 12am

A Super Hot Housewarming

Artworks by members of the expansive SPACES community will unveil the parts of our new building that audience members normally won't see. Moments of discovery in unexpected places will take the form of installations in the closets, office spaces, kitchen, bathrooms, artist studios, and artist lounge. Projections, sound art, and other forms of artistic experimentation will activate the building façade and entryway.

Guests will be led in a line dance by Kendra Willis and will party on the dance floor in the large SPACES gallery. The Activity Center will be the site for a space age lounge lizard act by Cosmika, the reprise of a 1983 performance by Jeffry Chiplis on his homemade portable medieval pipe organ, among other surprises. Light hors d'oeuvres and a cash bar will be available in the small SPACES gallery.

Sunday, January 15, 2017, noon - 5pm

FREE for All

Enjoy light refreshments and explore the new SPACES via tours led by SPACES Executive Director Christina Vassallo and project architect John C. Williams of Process Creative Studios, Inc. Also, No Exit presents a drop-in performance by members of the St. Paul, Minnesota-based new music ensemble, Zeitgeist.



SPACES @ the Van Rooy Coffee Building



Groundbreaking ceremony 6/28/16



Groundbreaking ceremony 6/28/16

Presenting Sponsor (1 available) - \$25,000

- *Naming rights for the event
- *Inclusion of sponsor representative as event Co-Chair
- *Opportunity for sponsor to speak at event
- *Name + logo on all event materials (printed invitations, emails, event signage)
- *Name + logo included in event press release
- *Recognition on organization + capital campaign websites, up to a year
- *20 VIP tickets to event
- *10 General Admission tickets for artists to attend, as your guest
- *Recognition on donor wall
- *Recognition in 2017 quarterly printed publications
- *10 family level or corporate level SPACES memberships for 2017
- *Complementary use of gallery space for an event in 2017

Gold Sponsor - \$15,000

- *Naming rights for event element
- *Verbal recognition of sponsor during event
- *Name + logo on all event materials (printed invitations, emails, event signage)
- *Name + logo included in event press release
- *Recognition on organization + capital campaign websites, up to a year
- *14 VIP tickets to event
- *4 General Admission tickets for artists to attend, as your guest
- *Recognition on donor wall
- *Recognition in 2017 quarterly printed publications
- *8 family level or corporate level SPACES memberships for 2017

Silver Sponsor - \$10,000

- *Naming rights for event element
- *Verbal recognition of sponsor during event
- *Name + logo on all event materials (printed invitations, emails, event signage)
- *Name + logo included in event press release
- *Recognition on organization + capital campaign websites, up to a year
- *10 VIP tickets to event
- *Recognition on donor wall
- *Recognition in 2017 quarterly printed publications
- *6 individual level SPACES memberships for 2017

Magenta Sponsor - \$5,000

- *Name + logo on all event materials (printed invitations, emails, event signage)
- *Name + logo included in event press release
- *Verbal recognition of sponsor during event
- *Recognition on organization + capital campaign websites, up to a year
- *Recognition on donor wall
- *Recognition in 2017 quarterly printed publications
- *6 VIP tickets to event
- *2 General Admission tickets for artists to attend, as your guest
- *4 individual level SPACES memberships for 2017

Chartreuse Sponsor - \$2,500

- *Name on all event materials (printed invitations, emails, event signage)
- *Name included in event pr
- *Recognition on organization + capital campaign websites, up to 6 months
- *Recognition on donor wall in 2017
- *4 VIP tickets to event
- *2 General Admission tickets for artists to attend, as your guest
- *2 individual level SPACES memberships for 2017


Orange Sponsor - \$1,000

- *Name on all event materials (printed invitations, emails, event signage)
- *Name included in event pr
- *Recognition on organization + capital campaign websites, up to 6 months
- *Recognition on donor wall in 2017
- *2 VIP tickets to event
- *1 individual level SPACES membership for 2017

SPACES would be happy to work with you to determine a custom sponsorship.

SPACES is a registered nonprofit organization under section 501(c)(3).



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PLEASE SELECT FROM THE FOLLOWING:

- \$25,000 Title Sponsor
- \$15,000 Gold Sponsor
- \$10,000 Silver Sponsor
- \$5,000 Magenta Sponsor
- \$2,500 Chartreuse Sponsor
- \$1,000 Orange Sponsor

SPONSOR NAME(S):

(As you would like to be listed in event exposure materials)

CONTACT NAME:

ADDRESS:

CITY, STATE, ZIP:

PHONE:

EMAIL:

SPONSOR INCLUSION DEADLINES:

November 18, 2016 for invitation

November 28, 2016 for emails

January 9, 2017 for program/slideshow

TICKETS:

I am unable to sponsor but would like to purchase tickets:

- VIP Patron - \$200 per person (\$125 is tax-deductible)
- VIP Guest - \$125 per person (\$50 is tax-deductible)
- General Admission - \$25 per person (\$10 is tax-deductible)

Please return this page, with a check payable to SPACES, via postal mail:

SPACES

2220 Superior Viaduct

Cleveland, OH 44113

Questions?

Contact Carol Murphy / cmurphy@SPACESgallery.org / 216.621.2314