

EXHIBITION SPONSORSHIP

The Gallery at Paint Creek Center for the Arts (PCCA) is comprised of a 1,600 sq. ft. of exhibit space, occupying almost the entire second floor of PCCA’s building, located at 407 Pine Street in historic downtown Rochester, Michigan. Through closed and open call exhibits, PCCA is able to provide valuable exposure and revenue streams for Southeast Michigan artists and quality art education and gallery experiences for patrons. Each year, PCCA hosts at least four on-site exhibits in the gallery space. Two platforms located immediately in front of PCCA’s building provide opportunities for sculptures to be displayed. Additional off-site exhibits in partnership with other area businesses and organizations are held whenever possible.



Every on-site exhibit includes an opening reception with complimentary beverages and hors d’oeuvre. Exhibits are typically on display for four weeks and include at least one artist-led gallery talk or post-reception event. Receptions, gallery talks, and exhibits are open to the public for a suggested donation of \$5. PCCA Members receive free entry to all exhibits with PCCA. Beginning in 2020, exhibits are also made available for permanent viewing online through a virtual gallery platform, or through video record of the opening reception. Off-site exhibits are subject to the limitations of their venue.

Sponsors play a critical role in the continuation of gallery exhibits and events at PCCA. Whether you prefer to support financially or in-kind, your contribution directly strengthens our growing arts community and ensures PCCA is able to provide creative experiences that are accessible to all. Sponsors are recognized in many highly visible ways, including major marketing and media inclusion, both online and in print. Additional recognition is offered based on sponsorship level. Sponsorship is available for each exhibit offered.



SINCE 2019, PCCA’S GALLERY EFFORTS HAVE:

- Provided 23 unique live (on- and off-site) and virtual displays
- Featured the work of over 300 Michigan artists
- Showcased over 865 pieces of artwork
- Paid over \$5,500 in sales commission to artists

GALLERY MARKETING TYPICALLY INCLUDES:

- Dedicated exhibit landing page
- Dedicated exhibit donors page
- Main floor posters with dates and sponsors
- External banner with all exhibits (faces Pine and Fourth St’s)
- Postcard mailing to over 1,900 homes across Michigan
- Internal Members eNewsletter with over 1,000 subscribers
- Facebook and Instagram posts with 6,700+ followers
- Local public broadcasting through CMNTV (as available)
- Inclusion in quarterly class catalog, back cover, (as available)

SPONSORSHIP OPPORTUNITIES

• GALLERY SPONSOR, \$500

Primary logo on exhibit signage, exhibit landing page, virtual gallery and name on exhibit donors page, opportunity to give welcome at opening reception and additional event(s), opportunity to host a private meeting or team luncheon in gallery, digital post-card for your internal distribution use, minimum two instances of social media recognition (before and during exhibit).

• ART SPONSOR, \$250

Prominent logo on signage, exhibit landing page and name on exhibit donors page, verbal “Thank You” at opening reception and additional event(s), minimum one instance of social media recognition (before or during exhibit).

• APPLICATION SPONSOR, \$150*

Name on exhibit landing page and exhibit donors page. Waives artist application fees, applies to open call exhibits only.*

• FRIEND OF THE GALLERY, \$100

Name on exhibit donors page.

• AWARD SPONSOR, PLEASE INQUIRE

For more information or to discuss custom sponsorship opportunities, please email Shaun at Shaun@PCCArt.org.

Paint Creek Center for the Arts is a registered 501(c)3 charitable organization. Visit us online at PCCArt.org for more information.