

GREENVILLE
CENTER FOR
CREATIVE ARTS

20

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Partnership Opportunities

Where Passion Meets Purpose

GCCA was established in 2015 by a dedicated group of artists, educators, and community leaders. Located in the former Brandon Textile Mill in the Village of West Greenville, it is the area's only nonprofit community art center focused on providing high-quality visual arts instruction and engagement.



Art School

A year-round calendar of art classes and workshops for all ages and skill levels
In 2023:

- 145 Classes and workshops
- 882 Art School students expanding their creativity
- 142 Participants sharpening their entrepreneurial skills in free Business Toolkit class



Exhibitions

High-profile exhibitions of local, regional, and national artists that are free and open to the public

- 221 exhibiting artists in 24 exhibitions
- 5,402 attendees at 12 First Friday events



Studios and Artist Resources

Affordable artist studios in our beautifully renovated mill

- 23 Local artists working in on-site studios
- 74 artists featured in The Shop @ GCCA
- 24 artists employed as instructors



Community Outreach

Signature programs, such as the Brandon Fellowship for emerging artists, Summer Art Camp, and after-school arts enrichment activities for youth

- 290 Youth program experiences in Summer Art Camp and arts enrichment activities
- 64 Summer Art Camp full-tuition scholarships
- 27 Brandon Fellows and alumni

A Story Worth Spreading

In addition to over 30,000 visits in 2023, an increase of more than 12%, GCCA's digital advertising campaign garnered a total of 51,866 impressions in the year, with a click-through rate of 0.16%, twice the industry average. GCCA's strong click-through and conversion rates not only show the branding power of the campaign but also that our marketing strategies are inspiring increased action and engagement.

Platform	Engagement Total
Website	43,200 unique visitors (+73%)
Facebook	250,596 total post engagement (+233%)
	6,525 followers (+5%)
Instagram	19,335 total post engagement (+70%)
	5,949 followers (+12%)
Mailchimp	8,862 contacts (45% open rate)

THE WALL STREET JOURNAL.

Greenville News **Forbes**

TOWN **GREENVILLE JOURNAL**

The New York Times

Corporate Partnership

GCCA has various avenues for program support and sponsorship recognition, including both exhibitions and events with marketing impact, as well as youth outreach and other free programming for artists and art lovers.

Sponsoring an exhibition or event at Greenville Center for Creative Arts is an affordable and effective way to advance your business goals while promoting access to the visual arts.

Specific benefits will vary by opportunity, but generally include the following:

- On site logo placement
- Logo featured on homepage of GCCA's website
- Recognition in paid advertising, eblasts, and social media
- Listing in GCCA's annual report
- ...and more!



Exhibitions

GCCA welcomes visitors to view free exhibitions throughout the year in our Main Gallery, Community Gallery, and Studio Artist Loft Gallery, with something new to see each month. Each gallery space has its own focus, with exhibitions of art by national, regional, and local artists.

Season Exhibition Presenting Sponsor - \$25,000

- Sponsor logo on all gallery title walls for one year
- Recognition as lead sponsor for all First Friday opening events
- Opportunity to host two private receptions at First Friday opening events
- Sponsor logo in all paid exhibition advertising, including direct mail postcards, print publications, and targeted digital marketing. Partnerships include:
 - Community Journals: Greenville Journal, TOWN
 - Greenville News: TALK Greenville, Destination Greenville
- Sponsor logo in all exhibition promotional email blasts
- Sponsor logo on website homepage and exhibition pages
- Dedicated social media post thanking your company
- Recognition during remarks at First Friday opening events
- Opportunity to make remarks at one First Friday opening event

Exhibition Presenting Sponsor - \$5,000

- Sponsor logo on Main Gallery title wall for the duration of the exhibition
- Sponsor logo in all paid exhibition advertising
- Sponsor logo in all exhibition promotional email blasts
- Sponsor logo on website homepage and exhibition page
- Dedicated social media post thanking your company
- Recognition during remarks at First Friday opening event
- Opportunity to make remarks at First Friday opening event
- Opportunity to host a private reception at First Friday opening event

Exhibition Leading Sponsor - \$2,500

- Sponsor logo on Community Gallery title wall for the duration of the exhibition
- Sponsor logo in all paid exhibition advertising
- Sponsor logo in all exhibition promotional email blasts
- Sponsor logo on website homepage and exhibition page
- Tagging in all social media posts promoting the exhibition

Exhibition Supporting Sponsor - \$1,500

- Sponsor logo on Loft Gallery title wall for the duration of the exhibition
- Sponsor logo in all exhibition promotional email blasts
- Sponsor logo on website exhibition page
- Tagging in all social media posts promoting the exhibition

Events

The Color Gala, held annually in November, is GCCA's signature fundraising event, featuring live music, delicious food and drinks, and silent and live auction items for approximately 150 guests.

GCCA also hosts semiannual community events highlighting the Art School, with seasonal art projects, wine and desserts.



Event Sponsorship

Presenting Sponsor - \$5,000

- Event invitation for 8 guests
- Invitation to VIP cocktail hour (if applicable)
- Logo and presenting sponsor recognition on event signage
- Logo and presenting sponsor recognition in all event promotion, including mailed invitations (if applicable), website event page, and related eblasts
- Logo prominently displayed on website homepage for one year
- Dedicated social media post thanking your company
- Recognition and opportunity to make remarks during event welcome
- Listing in Annual Report and other annual donor listings

Leading Sponsor - \$2,500

- Event invitation for 6 guests
- Invitation to VIP cocktail hour (if applicable)
- Logo and leading sponsor recognition on event signage
- Logo and leading sponsor recognition in all event promotion, including mailed invitations (if applicable), website event page, and related eblasts
- Logo prominently displayed on website homepage for one year
- Tagging in related social media posts
- Recognition during event welcome
- Listing in Annual Report and other annual donor listings

Supporting Sponsor - \$1,000

- Event invitation for 4 guests
- Invitation to VIP cocktail hour (if applicable)
- Logo and supporting sponsor recognition on event signage
- Logo and supporting sponsor recognition in all related eblasts and on website event page
- Logo prominently displayed on website homepage for one year
- Recognition during event welcome
- Listing in Annual Report and other annual donor listings

Patron Sponsor - \$500

- Event invitation for 4 guests
- Invitation to VIP cocktail hour (if applicable)
- Logo and patron sponsor recognition on event signage
- Logo and patron sponsor recognition on website event page
- Recognition during event welcome
- Listing in Annual Report and other annual donor listings


Programming & Special Projects

For those who are looking for more of a charitable giving opportunity with less focus on marketing impact, look no further than GCCA's community programs. GCCA has ongoing partnerships to bring arts engagement to underserved youth and adults as well as programs focused on developing the next generation of professional artists in Greenville.

Sponsorship recognition begins at \$1,000 with graduated recognition benefits. Specific packages vary by program.



Ongoing Programs

- ❖ **Summer Art Camp** runs for 8 weeks each summer. Youth ages 5-12 participate in hands-on visual arts classes taught by highly qualified teaching artists. Summer Art Camp provides age-appropriate instruction across a variety of mediums with a specific theme for each week. 64 students from Freetown and Sterling community centers participate with full-tuition scholarships.
 - ❖ **The Aspiring Artists After-school Program** is a series of free monthly art workshops for students in K-7th grades at Freetown and Sterling community centers (located in West Greenville). Students engage in hands-on art making while learning new skills and artistic techniques, expressing their creativity, and working with a diverse group of professional artist instructors.
 - ❖ **The Brandon Fellowship** is a 12-month educational program that provides intensive professional development and mentoring to launch the careers of three emerging artists each year. The program targets artists between the ages of 21 and 30 who represent the cultural diversity of our community.
 - ❖ **The Business Toolkit for Artists** is a workshop series designed to give working artists the entrepreneurial skills they need to run a successful small business. Led by industry professionals, these workshops help artists transition their unique craft into a sustainable business model.
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Name a Space

GCCA's newly renovated Linda Quinn Furman Building still has several special naming opportunities available. Naming a space can be a meaningful way to honor a loved one or a family member, or to show the community how much you value and support art and artists.

Opportunities range from \$5,000-\$100,000.

Spaces available for naming include:

Main Gallery

Gray Loft

Printmaking Classroom

Loft Gallery

Founders' Corner

Private and University-Style Artist Studios



For more information or to start your partnership today, contact:

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