

*The*  
COLOR  
*Gala*

AN EVENING BENEFITING  
GREENVILLE CENTER FOR CREATIVE ARTS

Thursday, November 7, 2024

Event Sponsorship  
Levels & Benefits

# *The* COLOR *Gala*

GREENVILLE  
CENTER FOR  
CREATIVE ARTS

Following on the success of GCCA's inaugural Color Gala event in 2023, GCCA will host the signature event again in November 2024 to raise critical funds to support programming and opportunities for local artists. The event will feature live music and artmaking, delicious food and drinks, and a live and silent auction for approximately 150 guests.

We are thrilled to be hosting this one-of-a-kind event to showcase and support the arts in Greenville and invite you to consider an event sponsorship. Each sponsorship level includes an array of exciting benefits, like a VIP preview reception and premium placement of your logo or business name.

GCCA is a 501(c)3 nonprofit organization founded in 2015 by a dedicated group of artists, arts advocates, and community leaders. It is the only art center of its kind in the Greenville area specializing in hands-on visual arts instruction for all ages, offering art classes, affordable artist studios and resources, free public exhibitions, and outreach programs for children and young emerging artists.

In 2023, GCCA counted over 30,000 visits, with 7,040 attending First Friday exhibition openings and other events, 1,300 youth and adult program participants, and over 300 artists represented as studio artists, exhibiting artists, and artist instructors. Additionally, GCCA's social media accounts have over 12,000 followers combined, email blasts are sent to a list of approximately 8,800 subscribers, and over 43,000 unique users visit GCCA's website annually. GCCA heavily promotes events through a multichannel marketing campaign using print, social media, and digital advertising. GCCA utilizes its own channels, including web and social media, and partners with Community Journals for both paid advertising and earned media, as well as Fox Carolina for periodic tv spots to promote programs and events.

As a community-based art center, GCCA is dedicated to expanding access to arts education and removing economic barriers to meaningful arts participation. All funds raised through The Color Gala will support these goals to bring transformative arts experiences to all in our community.

A listing of sponsorship levels and associated benefits is attached. Thank you for your consideration of our request, and we look forward to hearing of your interest in this exciting partnership opportunity.

## *Presenting Sponsor - \$5,000*

- Event invitation for 8 guests
- Invitation to VIP cocktail hour and silent auction preview
- Logo and presenting sponsor recognition on event signage
- Logo and presenting sponsor recognition in all event promotion, including website event page, related eblasts, and other media
- 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 and silent auction preview
- Logo and leading sponsor recognition on event signage
- Logo and leading sponsor recognition in all event promotion, including website event page, related eblasts, and other media
- 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 and silent auction preview
- 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 and silent auction preview
- 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

## **Audience and Impact:**

In 2023, GCCA counted over **30,000** visits, with **7,040** attending First Friday exhibition openings and other events, **1,300** youth and adult program participants, and over **300** artists represented as studio artists, exhibiting artists, and artist instructors. Additionally, GCCA's social media accounts have over **12,000** followers combined, email blasts are sent to a list of approximately **8,800** subscribers, and over **43,000** unique users visit GCCA's website annually.

## **For more information, contact:**

**Jess Abbott, CEO**

[jess@artcentergreenville.org](mailto:jess@artcentergreenville.org), 864-274-0351

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*All sponsorships are tax-deductible, except for the tickets included. Non-deductible portions are as follows: Presenting Sponsor - \$600 is not deductible; Leading Sponsor - \$450 is not deductible; Supporting and Patron Sponsors - \$300 is not deductible.*

# Event Sponsorship Form

GREENVILLE  
CENTER FOR  
CREATIVE ARTS

Business or Preferred Recognition Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I would like to be a sponsor at the following level:

Presenting Sponsor (\$5,000)

Leading Sponsor (\$2,500)

Supporting Sponsor (\$1,000)

Patron Sponsor (\$500)

Check Enclosed

MC/Visa/Amex/Discover

Contact me to collect payment

Acct. Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**The priority deadline is September 20, 2024, to receive all recognition and promotional opportunities.**

Please make checks payable to Greenville Center for Creative Arts and mail to:

Greenville Center for Creative Arts, PO Box 2206, Greenville, SC 29602

For questions or more information, contact Jess Abbott at 864.274.0351 or [jess@artcentergreenville.org](mailto:jess@artcentergreenville.org)