

MARCH 150 ART PARTY- SPONSORSHIP OPPORTUNITIES

Celebrating its 10th year

Saturday, March 14; 7 – 10 p.m. with VIP access beginning at 6 p.m.

@ Torpedo Factory Art Center

Tickets are \$30 for general admission. VIP tickets range from \$50 to \$200.

Attendance number: 150 – 175 guests

Torpedo Factory Art Center's popular annual Target Gallery exhibition and art sale, March150, returns for the 10th year. Proceeds benefit future exhibitions and programs at the Art Center. The exhibition is on view Saturday, March 14, through Tuesday, March 31, 2020, at the Art Center.

March150 promotes equity in art exhibiting and buying. Nearly 200 original works were created by artists of every ability from the greater metropolitan area. Professional, emerging and amateur artists participate with artworks featuring diverse topics and media, including painting, photography, etching, mixed-media, fiber, and more. A low price point of \$150 per artwork makes the art accessible to new collectors and buyers.



Attendee at March150 Art Party.

For the first time, March150 kicks off with the Art Party on its opening weekend, March 14, 7 – 10 p.m. Those with VIP passes have first pick of art sales, with access starting at 6 p.m. followed shortly thereafter by all Art Party goers. A Sneak Peek is offered before the Art Party where visitors can build a wish list, but not make purchases, starting Friday, March 13, through 5 p.m. on Saturday, March 14.

To discuss how you may become a sponsor, please contact Brett John Johnson at brett.johnson@alexandriava.gov or 703-746-4577.

TORPEDO FACTORY ART CENTER SOCIAL MEDIA FACTS

- Facebook: 17,835 followers
- Instagram: 6,653 followers
- Twitter: 3,481 followers

SPONSORSHIP LEVELS

Presenting Sponsor: \$2,501 - \$6,000 contribution (or in-kind support)

Available opportunities: 2

- Named as presenting sponsor on all marketing material, including ads, with premium logo placement (as design permits)
- Logo and link on website
- Name/logo on front of event handouts
- Name/logo on 11"x17" poster on Gallery during exhibition (through March 31, 2020)
- Large Name/logo on poster at entrance to event
- Identified and tagged as presenting sponsor in social media posts about the event on Torpedo Factory Art Center Instagram, Facebook and Twitter accounts, before and during the event
- One dedicated posting on Facebook, Instagram and Twitter profiling the sponsor's involvement in the event, with messaging input from the sponsor
- One dedicated thank-you post after the event for Facebook and Instagram
- 8 General Admission tickets to the event and Dance Party (non-Art Package)
- 2 VIP tickets to the event (includes Early Access and Art Package)



Attendees at March150 Art Party.

Gold Torpedo Sponsor: \$1,001 - \$2,500 contribution (or in-kind support)

Available opportunities: 5

- Named as sponsor on all marketing material, with logo included (as design permits)
- Logo and link on website
- Name/logo in event handouts
- Name/logo on poster at entrance to event
- Identified and tagged as sponsor on Torpedo Factory Art Center Instagram and Facebook accounts promoting ticket sales
- Included and tagged in sponsor thank-you post after the event on Facebook and Instagram
- 5 General Admission tickets to the event and Dance Party (non-Art Package)
- 1 VIP tickets to the event (includes Early Access and Art Package)



Artist and body paint models at Anniversary Ball, 2019.

Silver Target Sponsor: \$500 - \$1,000 contribution (or in-kind support)

Available opportunities: 20

- Named and thanked in event handouts
- Named and linked on website
- Included and tagged in sponsor thank-you post after the event on Facebook and Instagram
- 2 General Admission tickets to the event and Dance Party (non-Art Package)
- 1 VIP tickets to the event (includes Early Access and Art Package)

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