

The Arts Council of Greater Lansing's

# CREATIVE PLACEMAKING SUMMIT 4

Presented by the Greater Lansing Regional Prosperity Initiative



## OCTOBER 4, 2018

On October 4, 2018 the Arts Council of Greater Lansing is bringing together a cross-sector group of area leaders to participate in our 2018 Creative Placemaking Summit. We invite you to join us and be a part of this transformative day for the Capital Region.

Our goal is to share the successes and challenges of using the arts as a driver of community and economic development and to identify tangible projects to begin working on. We anticipate over 300 attendees at this all-day event being held at the Lansing Center, including: elected and appointed officials, developers, artists, arts activists and arts administrators, economic development professionals, community and neighborhood leaders, realtors and urban planners.

On October 4, we will come together to nurture a collective vision of what makes the capital region special, authentic and unique. We believe that through the power of the arts, and through working in unison, we can make our community stronger and stand-out as a thriving and vibrant place to live, work and visit. It is time to tip the scales by putting art at the forefront of the conversation. Our one-day Summit offers a place to seek advice, find inspiration, exchange ideas, and be part of this dialog.

The 2018 Creative Placemaking Summit includes spotlight conversations, tools for implementation, panel discussions and a visionary keynote address on the latest trends, research and best practices of placemaking. Art, culture, and creativity will weave as topics through every conversation.

### >> Highlights

- Best practices and inspiring placemaking projects—local, statewide and national
- Innovative, interactive Creative Placemaking examples with sponsorship opportunities
- Stimulating and provocative thought leaders' visions for the Capital Region
- A mix of insightful local and national speakers and case studies

*Creative Placemaking Summit 4 will direct us on a path to finding the unique identity of our place discovered through the lens of arts, culture and creativity.*

## >> Join us

The Arts Council of Greater Lansing offers multiple sponsorship packages and price levels, with commensurate benefits to those who generously contribute to help make this event possible. Our commitment ensures that you will receive the attention, recognition, and publicity that you deserve. (All contributions are fully tax-deductible to the extent allowed by law.) Enclosed are sponsorship opportunities that provide details on how you can get involved.

## >> Your Name Here...

To date, this event is made possible in part through the generous donations from the *Greater Lansing Regional Prosperity Initiative* (our visionary title sponsor), the *Michigan Council for Arts and Cultural Affairs*, *Michigan State University Federal Credit Union* and the *Lansing Entertainment and Public Facilities Authority*. We hope you will add your name to the growing list of businesses and organizations that are partnering with us to make this event possible.

## >> For More Information

If you have further questions, please don't hesitate to contact Arts Council executive director Deborah E. Mikula ([debbie@lansingarts.org](mailto:debbie@lansingarts.org) / 517-853-7581). We look forward to hearing from you no later than August 10, 2018 to ensure inclusion in all promotional materials.

## >> Join the Conversation Now at **#LansingPlacemakers**



## Our Keynote Speaker

### Chris Fair

President, CEO

Resonance Consultancy

Vancouver, BC | New York, NY

As President of Resonance Consultancy, Chris leads an interdisciplinary team of real estate, tourism and economic development advisors that has completed more than 100 development strategies, plans and marketing strategies for cities and communities around the world.

Chris holds a Masters degree in Studies of the Future and frequently speaks on real estate and tourism

trends to audiences at conferences such as Destinations International and the Urban Land Institute. He has been featured in Fast Company magazine and is a frequent commentator on market trends for leading publications such as The Wall Street Journal, Bloomberg, The Globe & Mail, and The Economist. Chris is the vice-chairman of the Urban Land Institute's Travel Experience & Trends Council, a member of the Project for Public Spaces Leadership Council and an adjunct instructor in Placemaking at New York University.

### Learn More

[resonanceco.com](http://resonanceco.com)

LinkedIn: <https://ca.linkedin.com/in/chris-fair-1613b67>

Twitter: @crfair

Facebook: @ResonanceCo

# Creative Placemaking Summit 4

## >>STEERING COMMITTEE MEMBERS

**Joan Bauer**, Lansing Community College

**Laurie Baumer**, Community Foundation

**Andi Crawford**, City of Lansing, Neighborhood Resources

**Tim Daman**, Lansing Regional Chamber of Commerce

**Kurt Dewhurst**, Michigan State University

**Shanna Draheim**, City of East Lansing

**Rachel Elsinga**, Tri-County Regional Planning Commission

**Brent Forsberg**, Forsberg Real Estate Company

**Pat Gillespie**, Gillespie Group

**Ben Graham**, Artist

**Samantha Harkins**, City of Lansing

**Josh Holliday**, Lansing Economic Area Partnership

**Elizabeth Hude**, City of Mason

**Amy N. Jackson**, Coldwell Banker Hubbell Briarwood

**Scott Keith**, Lansing Entertainment and Public Facilities Authority

**Dr. Brent Knight**, Lansing Community College

**Janet Lillie**, Michigan State University, Governmental Affairs

**Meghan Martin**, Arts Council of Greater Lansing

**Brian McGrain**, City of Lansing, Economic Development

**Debbie Mikula**, Arts Council of Greater Lansing

**Dru Mitchell**, Clinton County Economic Development

**Joan Nelson**, Allen Neighborhood Center

**Julie Pingston**, Greater Lansing Convention & Visitors Bureau

**Laurie Robison**, CATA

**Bob Rose**, City of Lansing Public Service Department

**Courtney Rudat**, Greater Lansing Association of Realtors

**Chris Sell**, Lansing 5:01

**Emily Stevens**, Lansing Parks & Recreation

**Whitney Stoepel-Brewer**, Eli & Edythe Broad Museum

**Jennifer Sturdy**, PNC Bank

**Arnold Weinfeld**, Michigan State University, Department of Outreach and Engagement

**Gil White**, Gilbert M. White Realtor

# Creative Placemaking Summit

## SPONSORSHIP OPPORTUNITIES

### ~~Visionary Title Sponsor (1 opportunity available)~~ **SOLD**

As the premiere sponsor for the event, you will receive special recognition and the opportunity to have your name affiliated as Title Sponsor of the Event. Your name and logo will liberally be displayed on all marketing materials and with a public “Thank You” in press releases, newsletters and through social media outlets.

In addition to a special recognition at the event, you will receive:

- Private Meet and Greet Reception with Keynote Speaker for 8
- VIP seating with admission for 8 to the event (\$360 value)
- Full page color ad on back cover of program
- Right of first refusal for 2019 Creative Placemaking Summit
- Logo and link on Lansing Placemakers Website, program and invitation to event
- Logo on video projections at event
- Logo on approved take-away item given to each attendee (supplied by sponsor)
- Special display area at event for promotional materials
- Opportunity to introduce key note speaker

### **\$3,000 – Connectivity Sponsor**

As the Connectivity sponsor you are connecting dots within the region to promote collaboration. Your sponsorship will grant you the spotlight in all marketing materials and an announcement at the event mentioning your company. This is limited to 2 sponsorships.

In addition, you will receive:

- Private Meet and Greet Reception with Keynote Speaker for 7
- VIP seating with admission for 7 to the event (\$315 value)
- Full-page color ad in program
- Logo and link on Lansing Placemakers website, program and invitation to event
- Public “Thank You” in press releases, newsletters and social media posts
- Logo on video projections at event
- Special display area at event for promotional materials
- Opportunity to introduce speakers
- Name attached to Placemaking display at the event

### **\$2,500 – Driving Force Sponsor**

As the driving force sponsor you truly help set the pace. Your sponsorship will grant you the spotlight in all marketing materials and an announcement at the event mentioning your company.

In addition, you will receive:

- Private Meet and Greet Reception with Keynote Speaker for 6
- VIP seating with admission for 6 to the event (\$270 value)
- 1/2-page color ad in program
- Logo and link on Lansing Placemakers website, program and invitation to event
- Public “Thank You” in press releases, newsletters and social media posts
- Logo on video projections at event
- Special display area at event for promotional materials
- Opportunity to introduce speakers during breakout

### **\$1,000 – Innovation Sponsor**

- Logo and link on Lansing Placemakers website, program and invitation to event
- Logo on video projections at event  
Public “Thank You” in press releases, newsletters and social media posts
- Verbal acknowledgement at event
- 1/4-page color ad in program
- Shared display area at event for promotional materials
- Admission for 4 to the event (\$180 value)

### **\$500 – Creation Sponsor**

- Logo and link on Lansing Placemakers website, program and invitation to event
- Public “Thank You” in press releases, newsletters and social media posts
- Verbal acknowledgement at event  
Shared display area at event for promotional materials
- Admission for 2 to the event (\$90 value)

# Creative Placemaking Summit

## SPONSORSHIP FORM

We would like to support the Arts Council of Greater Lansing and the 2018 Creative Placemaking Summit to be held on Wednesday, October 4, 2018 at the Lansing Center at the following level:

~~\_\_\_\_\_ Visionary Title Sponsor (1 opportunity available) **SOLD**~~

\_\_\_\_\_ \$2,500 Driving Force Sponsor

\_\_\_\_\_ \$1,000 Innovation Sponsor

\_\_\_\_\_ \$500 Creation Sponsor

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In order to be properly recognized in printed materials, please submit your sponsorship commitment form by mail, fax, or online by **August 10, 2018**. Please submit hi-resolution logos by email to [meghan@lansingarts.org](mailto:meghan@lansingarts.org)

Please List Company Name as Follows: \_\_\_\_\_

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

Website (if applicable): \_\_\_\_\_

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

City / State / Zip: \_\_\_\_\_

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

\_\_\_\_\_ I've enclosed my check made payable to the Arts Council of Greater Lansing

\_\_\_\_\_ Please invoice me (invoices will be sent upon receipt of commitment form)

\_\_\_\_\_ Please bill my Visa / MasterCard / Amex / Discover (circle one)

Card# \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

**Please send completed form to:**

Arts Council of Greater Lansing • 1208 Turner Street • Lansing, MI 48906  
Phone: 517.372.4636 • Fax: 517.484.2564 • [www.lansingarts.org](http://www.lansingarts.org)

Office use only:	Paid:	Ch # _____	Cash _____	CC _____		
Date: _____	Amount: _____	Coding: _____	DB <input type="checkbox"/>	E-list <input type="checkbox"/>	W <input type="checkbox"/>	TY <input type="checkbox"/>



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