



## **September 26, 2019**

For four years, the Arts Council of Greater Lansing has been bringing people together in the name of creative placemaking! The Creative Placemaking Summit has had phenomenal response over the years, and we expect 2019 to go even further! We are so excited to be embarking on our fifth year of this popular event that joins a cross-sector of area leaders and creatives with the goal to take placemaking to the next level in Greater Lansing. The Summit offers a unique platform to showcase how arts and creativity can be used to transform a community. We invite you to join us and be a part of this highly-anticipated day for the Capital region and beyond.

The Lansing Center will be our stage as we share how we are using the arts as a driver of community and economic development. We anticipate more than 300 attendees at this day-long event, including: elected and appointed officials, developers, artists, arts administrators, economic development professionals, community and neighborhood leaders, realtors and planning professionals.

On September 26, we will take the next steps toward advancing the collective vision of what makes the Capital region special, authentic and unique. Our one-day Summit offers an exciting space to explore and exchange ideas and build a greater vision.

The 2019 Creative Placemaking Summit will include, creative placemaking examples throughout the event, spotlight conversations, tools for implementation, panel discussions and a visionary keynote address on the latest trends, research and best placemaking practices built around the arts and creativity. We hope you join us as part of this dynamic event!

## **>> 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 5 will highlight regional creative placemaking efforts that have developed over the past five years and propel our efforts into the future.***

## **>> 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*, *Desk Drawer Fund*, *Lansing Entertainment and Public Facilities Authority* and the *Community Foundation*. 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 2, 2019 to ensure inclusion in all promotional materials.

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

# Creative Placemaking Summit 5

## >> Steering Committee Members

**Joan Bauer**, Lansing Community College

**Laurie Baumer**, Community Foundation

**Mitchell Brown**, PNC Bank

**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

**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, Government Relations

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

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

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

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

**Dru Mitchell**, Clinton County Economic Development

**Joan Nelson**, Allen Neighborhood Center

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

**Michelle Rahl**, Lansing Regional Chamber of Commerce

**Lolo Robison**, Capital Area Transportation Authority

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

**Dillon Rush**, Lansing Economic Area Partnership

**Chris Sell**, Lansing 5:01

**Emily Stevens**, Lansing Parks & Recreation

**Jennifer Sturdy**, PNC Bank

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

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

**Adam Williams**, Christians of Greater Lansing Network

# 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:

- VIP seating with admission for 8 to the event (\$360 value)
- "Creative Placemaking 101" Pre-Conference host
- Full page color ad on back cover of program
- Right of first refusal for 2020 Creative Placemaking Summit
- Name on event banner displayed at event (exclusively)
- Logo on approved take-away item given to each attendee (supplied by sponsor)
- Opportunity to introduce keynote speaker
- Logo and link on Lansing Placemakers website, program and invitation to event
- Logo on video projections at event
- Logo on event centerpiece

## **\$5,000 – Connectivity Sponsor** (1 opportunity available)

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. In addition, you will receive:

- VIP seating with admission for 7 to the event (\$315 value)
- Access to the "Creative Placemaking 101" Pre-Conference for 7
- Admission scholarships for 2 local artists (coordinated by the Arts Council)
- Full-page color ad in program
- Name on post-conference reception
- Opportunity to introduce speakers
- 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
- Logo on event centerpiece

## **\$5,000 – Accelerator Sponsor** (1 opportunity available)

As the Accelerator sponsor you are propelling our region forward towards success. 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:

- VIP seating with admission for 7 to the event (\$315 value)
- Access to the "Creative Placemaking 101" Pre-Conference for 7
- Admission scholarships for 2 local artists (coordinated by the Arts Council)
- Full-page color ad in program
- Prominent accelerator sponsor display in pub break area
- Opportunity to introduce speakers
- 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
- Logo on event centerpiece

### **\$4,000 – Impact Sponsor (2 opportunities available)**

As the Impact 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.

In addition, you will receive:

- VIP seating with admission for 7 to the event (\$315 value)
- Access to the “Creative Placemaking 101” Pre-Conference for 7
- Admission scholarship for one local artist (coordinated by the Arts Council)
- Full-page color ad in program
- Logo on large, unique, interactive piece for collecting community input at each place-setting
- Opportunity to introduce speakers
- 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 artist collaboration placemaking opportunity to highlight sponsor (in lieu of a standard “sponsor table”)
- Logo on event centerpiece

### **\$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:

- VIP seating with admission for 6 to the event (\$270 value)
- Access to the “Creative Placemaking 101” Pre-Conference for 6
- Admission scholarship for one local artist (coordinated by the Arts Council)
- 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 artist collaboration placemaking opportunity to highlight sponsor (in lieu of a standard “sponsor table”)
- Logo on event centerpiece

### **\$1,000 – Innovation Sponsor**

- Admission for 4 to the event (\$180 value)
- Access to the “Creative Placemaking 101” Pre-Conference for 4
- 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
- Logo on event centerpiece

### **\$500 – Creation Sponsor**

- Admission for 2 to the event (\$90 value)
- Access to the “Creative Placemaking 101” Pre-Conference for 2
- 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
- Logo on event centerpiece

# Creative Placemaking Summit SPONSORSHIP FORM

We would like to support the Arts Council of Greater Lansing and the 2019 Creative Placemaking Summit to be held on Thursday, September 26, 2019 at the Lansing Center at the following level:

- \_\_\_\_\_ \$5,000 Connectivity Sponsor (1 available)
- \_\_\_\_\_ \$5,000 Accelerator Sponsor (1 available)
- \_\_\_\_\_ \$4,000 Impact Sponsor (2 available)
- \_\_\_\_\_ \$2,500 Driving Force Sponsor (unlimited available)
- \_\_\_\_\_ \$1,000 Innovation Sponsor (unlimited available)
- \_\_\_\_\_ \$500 Creation Sponsor (unlimited available)

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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 2, 2019**. 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 _____		
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