

FORMAT

This year, we're rolling out a new, virtual format that re-imagines the ways we connect. We wholeheartedly believe in risk-taking when it comes to the arts. But, we also know when it's good to have a plan and be safe. These times call for safety first, and we guarantee that we will make an event that fires attendees up and puts them at ease at the same time — it's all in the delivery!

Prepare for thought-provoking speakers, electrifying topics, entertainment and creativity and some surprises for sure. We are pumped to bring our sponsors something different and exciting that aligns with these transitional times and shows just how innovative we can get when it comes to creative placemaking and making spaces, as well as showcasing those who support us and the arts in our community.

MISSION

In a day filled with innovation, Creative Placemaking Summit 7: ReConnect will highlight regional creative placemaking efforts and give us a chance to reconnect with our community and each other.

OVERVIEW

Forward-thinking speakers, engaging topics, entertainment and creativity. A new online format prioritizing our community's health and safety, virtual and socially distanced events with fellow attendees, national leaders in creative placemaking and a cross-sector of our community, including: elected and appointed officials, developers, artists, arts administrators, economic development professionals, community and neighborhood leaders, realtors and planning professionals.

Arts, culture and creativity throughout! Best practices and inspiring placemaking projects — local, statewide and national. Original, 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.

FOR MORE INFORMATION CONTACT



EXECUTIVE DIRECTOR MEGHAN MARTIN

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If you have any questions about these sponsorship opportunities or other aspects of Creative Placemaking Summit 7, our Executive Director Meghan Martin will be happy to assist you!

LEARN MORE BY VISITING US AT
LANSINGPLACEMAKERS.ORG

JOIN THE CONVERSATION NOW WITH
#LANSINGPLACEMAKERS



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CREATIVE PLACEMAKING SUMMIT 7

WE'RE READY
TO RECONNECT

Sponsorship
Opportunities

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 sponsorships include your logo and name included on an extensive amount of external communications to show your dedication to our community efforts. Here are some highlights of what else is included in the packages — we're happy to create the package that works best for you!

For a full list of benefits, visit lansingplacemakers.org.

AVAILABLE SPONSORSHIP OPPORTUNITIES

\$500 INNOVATION SPONSOR

These benefits are given to ALL sponsorship levels!

- Guaranteed admission for 2 to the limited-space virtual event and in-person experiences.
- Logo and, where possible, link on Lansing Placemakers website, digital platform recognition, and email invitation to event.
- Recognition of role in press releases, newsletters and social media posts.
- Video "thank you" acknowledgement at event.

\$1,000 INSPIRATION SPONSOR

Innovation Sponsor benefits AND...

- Additional 2 admissions to the virtual event and in-person experiences (4 total).
- Sponsorship of a performance during the summit including:
 - Logo displayed on screen during performance.
 - Verbal recognition as sponsor of performance.
 - Opportunity to preview performer's materials and provide a quote for performance introduction.
 - Recognition as performance sponsor in promotional social media posts and graphics.

\$2,500 IDEATION SPONSOR

Innovation Sponsor benefits AND...

- Additional 4 admissions to the virtual event and in-person experiences (8 total).
- Admission reservation for one local artist (coordinated by the Arts Council).
- Sponsorship of a keynote speaker or session during the summit including:
 - Logo displayed on screen during speaker introduction.
 - Verbal recognition as sponsor of keynote speaker.
 - Opportunity to provide a quote or video for keynote speaker introduction.
 - Recognition as keynote sponsor in promotional social media posts and graphics.

\$4,000 IMPACT SPONSOR (2)

Innovation Sponsor benefits AND...

- Additional 2 admissions to the virtual event and in-person experiences (8 total).
- Admission reservation for one local artist (coordinated by the Arts Council).
- Recognition text in event feedback materials such as in-platform questions and polls, social media polls and post-event survey.
- Sponsorship of general session(s) during the summit including:
 - Logo displayed on screen during remarks.
 - Opportunity to record video for event, performances or keynote speaker.
 - Opportunity to provide a quote or additional content for press release.
 - Recognition as Impact Sponsor in promotional social media posts and graphics.

\$7,500 CONNECTIVITY SPONSOR

Innovation Sponsor benefits AND...

- Additional 4 admissions to the virtual event and in-person experiences (10 total).
- Admission reservation for one local artist (coordinated by the Arts Council).
- Recognition as underwriter for digital event platform.
- Title sponsor recognition in all promotional materials recognized as:
 - Creative Placemaking Summit 7 brought to you by Your Organization.

- Sponsorship of general session(s) during the summit including:
 - Logo displayed on screen during remarks.
 - Opportunity to record welcome and closing video.
 - Opportunity to provide a quote or content for press release.
 - Recognition as Connectivity Sponsor in promotional social media posts and graphics.

VARIABLE ACTION SPONSOR

Sponsorship investment is dependent on the activity

Innovation Sponsor benefits AND...

- Collaborator on one "Lighter, Quicker, Cheaper" Placemaking LIVE activity during the event such as:
 - Opportunity to host placemaking in action at your location or the location of your choice.
 - Special artist collaboration to create a placemaking opportunity to highlight sponsor.
 - Recognition during Facebook Live or other live streaming broadcast of placemaking in action.
 - Opportunity to record video intro to placemaking in action.
 - Opportunity to provide a quote or commentary for press release.
 - Recognition as Action Sponsor in promotional social media posts and graphics.

CURRENT SPONSORS



YOUR NAME HERE...

To date, this event is made possible in part through the generous contributions from the MSUFCL Desk Drawer Fund, National Endowment for the Arts and the Michigan Council of Arts and Cultural Affairs. We hope you will add your name to the growing list of businesses and organizations that are partnering with us!