



LANE ARTS COUNCIL

First Friday ArtWalk

2023 Sponsorships

Lane Arts Council's First Friday ArtWalk is a keystone of Eugene's arts and culture community and has been deemed Eugene's most popular arts event in a survey conducted by the City of Eugene. Held throughout the year on the first Friday of every month in downtown Eugene, the First Friday ArtWalk is the largest of its kind in the Willamette Valley, and it continues to grow. Created in the mid-1990s, the ArtWalk is one of the longest-running, and most consistent arts events in Eugene, attracting 20,000 Lane County residents and visitors each year.

CELEBRATING CREATIVITY

Each month features new curated art exhibitions, pop-up galleries, artist marketplaces, innovative art installations, captivating performances, artist talks, and participatory arts activations at 20-35 galleries, arts venues, businesses, and public spaces from midtown and downtown to the riverfront. Venues showcase a breadth of local and regional established and emerging artists across all creative mediums, while often introducing the community to acclaimed national and international artists. ArtWalk exhibitions and programming increasingly engages and highlights diverse voices in our community, including BIPOC, LGBTQIA+, and artists with disabilities.

In 2023, Lane Arts Council is partnering with the City of Eugene on special cultural programming and temporary art installations highlighting the stories of local multicultural communities and BIPOC (Black, Indigenous, and People of Color) artists.

DISTINGUISHING A COMMUNITY

Bringing thousands of people downtown and supporting the economic development of our community, the ArtWalk provides local restaurants, bars, shops, and hotels with a reliable boost from local and out-of-town visitors. Expanded programming has included artist talks, summer concerts, performances, art installations, artist marketplaces, and participatory arts activations that bring the arts into public spaces, creating a multifaceted experience that draws diverse audiences. Special events in the Park Blocks, Kesey Square, and Farmers Market Pavilion provide a central point of visibility and connection. The ArtWalk encourages our community to gather downtown, and during that experience they learn about local businesses, artists, restaurants, and retail opportunities that draw them back for future visits. The ArtWalk has contributed to reinvigorating downtown – and solidifying Eugene as a creative epicenter – every month of the year, rain or shine.

OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Type	Cost	Duration	Description
Annual Sponsor	\$15,000	12 months	A full annual season includes <i>all</i> 12 ArtWalks and <i>all</i> accompanying programming; additional marketing opportunities may be available
Summer Sponsor	\$7,500	Five months in the summer	Sponsorship of all five summer ArtWalks (June-Oct) and special events (concerts, performances, installations, exhibitions, artist talks, artist marketplace)
Monthly Sponsor	\$2,000	One month (June – Oct)	Sponsorship of a single summer ArtWalk and the special event during the ArtWalk
Monthly Sponsor	\$750	One month (Nov – May)	Sponsorship of a single ArtWalk

*Benefits are described further below, and customized sponsorship benefits are available upon request.
We are happy to discuss other creative partnership opportunities with you!*



ANNUAL SPONSOR

\$15,000 / year (12 months)

As the Annual Sponsor for the First Friday ArtWalk, your business or organization is featured throughout the entire 12-month season. This is an exclusive opportunity to be a key partner in helping sustain the First Friday ArtWalk. In addition to the benefits below, we are excited to brainstorm creative ways to highlight your business throughout the year!

Your brand will have prominent placement in the following each month:

- Printed First Friday ArtWalk guide (6,000 printed per year; also available digitally)
- ArtWalk guide advertisement, 4 placements throughout the year
- Quarterly ArtWalk poster (100+ distributed quarterly) and monthly ArtWalk poster during five summer months (June-Oct)
- Lane Arts Council website homepage, and ArtWalk news post on the homepage
- ArtWalk website (lanearts.org/first-friday-artwalk)
- Lane Arts Council's newsletter (distribution to 4,000+ contacts), plus the newsletter footer
- Sponsor feature in Lane Arts Council newsletter
- Monthly press release with opportunity to include statement from your business
- Lane Arts Council social media - multiple posts monthly; includes Facebook (5.2K followers) and Instagram (2,400 followers)
- ArtWalk Facebook events (one each month)
- Sandwich boards during events in public spaces
- Verbal recognition during ArtWalk special events and opportunities to address the audience
- Table or hosted arts activation during summer ArtWalk special events (June-Oct)
- Your banner and materials at the Lane Arts Council booth (June-Oct)
- Hosting one or more pre-ArtWalk receptions at your location, 4-5:30pm before the ArtWalk
- Inclusion in Visual Arts Week promotions (City of Eugene website, social media and other materials)

SUMMER SPONSOR

\$7,500 (5 months, June – Oct)

Your summer sponsorship supports a vibrant downtown during five key ArtWalks. During the summer months, the First Friday ArtWalk sees an increase in participation, and arts activities expand out from the galleries into public spaces from midtown to downtown, 5th street area, and the riverfront. Special events the Park Blocks and Farmers Market Pavilion featuring music and dance performances, artist talks, and other arts activations bring diverse audiences from Eugene/Springfield and beyond.

Your brand will have placement in the following each month:

- Printed First Friday ArtWalk guide (6,000 printed per year; also available digitally)
- ArtWalk guide advertisement, 2 placements throughout the summer
- Monthly ArtWalk poster for five months, June-Oct (100 distributed monthly)
- Lane Arts Council website homepage, and ArtWalk news post on the homepage
- ArtWalk website (lanearts.org/first-friday-artwalk)
- Lane Arts Council's newsletter (distribution to 4,000+ contacts), plus the newsletter footer
- Sponsor feature in Lane Arts Council newsletter
- Monthly press release during summer months
- Lane Arts Council social media - multiple posts monthly; includes Facebook (5.2K followers) and Instagram (2,400 followers)
- ArtWalk Facebook events (one each month)
- Sandwich boards during events in public spaces
- Verbal recognition during ArtWalk special events
- Table or hosted arts activation during summer ArtWalk special events (June-Oct)
- Hosting one or more pre-ArtWalk receptions at your location, 4-5:30pm before the ArtWalk
- Inclusion in Visual Arts Week promotions (City of Eugene website, social media and other materials)

MONTHLY SPONSOR

Nov – May: \$750 / month

Jun – Oct: \$2,000 / month

You will be highlighted as a First Friday ArtWalk sponsor for one month (you can schedule your preferred month based on availability).

Your brand will have placement in the following for your sponsored month:

- Printed First Friday ArtWalk guide (350 printed per month; digital poster reaches approximately 500 more Lane County residents)
- Inclusion on ArtWalk poster (100+ distributed quarterly Nov-May and monthly June-Oct)
- ArtWalk guide advertisement
- ArtWalk website (lanearts.org/first-friday-artwalk) and ArtWalk news post on Lane Arts homepage which receives 300-500 hits the day of ArtWalk
- Lane Arts Council's newsletter (distribution to 4,000+ contacts)
- Monthly ArtWalk press release
- Lane Arts Council social media, includes Facebook (5.2K followers) and Instagram (2,400 followers)
- ArtWalk Facebook event

June through October ArtWalks

During the summer months, the First Friday ArtWalk sees an increase in participation, and arts activities expand out from the galleries into public spaces from midtown to downtown, 5th street area, and the riverfront. Special events in the Park Blocks and Farmers Market Pavilion featuring music and dance performances, artist talks, and other arts activations bring diverse audiences from Eugene/Springfield and beyond. Including the benefits above, these months include the following additional benefits:

- Sandwich boards during events in public spaces
- Verbal recognition during ArtWalk special events
- Table, banner, and/or hosted arts activation during ArtWalk special events
- Hosting one a pre-ArtWalk receptions at your location, 4-5:30pm before the ArtWalk

For questions or additional information, please contact:

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**Thank you for your partnership and support of
Lane Arts Council's First Friday ArtWalk!**