



LANE ARTS COUNCIL

First Friday ArtWalk

2024 Sponsorship Opportunities

Lane Arts Council's First Friday ArtWalk is a keystone of Eugene's arts and culture community and has been deemed one of Eugene's most popular arts events in a City of Eugene survey. Created in the mid-1990s, the First Friday ArtWalk is the largest of its kind in the Willamette Valley, and it continues to grow. The ArtWalk is one of the longest-running, and most consistent arts events in Eugene, happening year-round on the first Friday of every month in downtown Eugene and attracting over 15,000 residents and visitors each year.

CELEBRATING CREATIVITY

Each month features new curated art exhibitions, pop-up galleries, an artist marketplace, 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.

Kicking off the ArtWalk at the Farmer's Market Pavilion

Thanks to new support from the Oregon Cultural Trust, Travel Oregon, and National Endowment for the Arts, Lane Arts Council is partnering with the City of Eugene and individual cultural producers in 2024 to host special programming each month! Throughout 2024, the Farmer's Market Pavilion will serve as the monthly ArtWalk kick-off location, featuring music and dance performances, art installations, an artist marketplace, and other cultural activations throughout the year. Lane Arts Council is working to engage diverse voices and multicultural stories and experiences through several of these events.



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. Recently expanded programming has included (now year-round) insightful artist talks, live music, captivating performances and art installations, a vibrant artist marketplace, and participatory arts activations that create a multifaceted experience drawing diverse audiences. The ArtWalk encourages our community to gather together downtown, where 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 reinforcing 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	\$8,000	Five months in the summer	Sponsorship of all five summer ArtWalks (June-Oct) and all special events at the Farmer's Market Pavilion
Monthly Sponsor	\$2,000	One month (June – Oct)	Sponsorship of a single summer ArtWalk and the special event at the Farmer's Marketing Pavilion
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) – *limited to one sponsor at this level*

As the exclusive Annual Sponsor for the First Friday ArtWalk, your business or organization is featured throughout the entire 12-month season as a sponsor of each ArtWalk and all programming and events at the Farmer's Market Pavilion. This is an exclusive opportunity to be a key partner in helping sustain the First Friday ArtWalk and support artists and arts spaces that contribute to the cultural vibrance of our community. In addition to the benefits below, we are excited to brainstorm creative ways to partner and 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); occasional sponsor highlight posts
- ArtWalk Facebook events (one each month)
- Sandwich boards during special events at the Pavilion
- Verbal recognition during the monthly welcome at the Pavilion and opportunities to address the audience during key special events
- Table or hosted arts activation at the Pavilion each month
- Your banner and materials at the Lane Arts Council booth each month
- Hosting one or more pre-or-post ArtWalk receptions at your location
- Inclusion in Visual Arts Week promotions (City of Eugene website, social media and other materials)

SUMMER SPONSOR

\$8,000 (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 outdoor 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 (June – Oct):

- Printed First Friday ArtWalk guide (350-500 printed per month; 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); occasional sponsor highlight posts
- ArtWalk Facebook events (one each month)
- Sandwich boards during special events at the Pavilion
- Verbal recognition during the monthly welcome at the Pavilion and at least one opportunity to address the audience during key summer special events
- Table or hosted arts activation at the Pavilion during summer ArtWalk special events (June-Oct)
- Hosting 1-2 pre-or-post ArtWalk receptions at your location during these months
- Inclusion in Visual Arts Week promotions (City of Eugene website, social media and other materials)



2024 Summer Special Events at the Farmers Market Pavilion

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| JUN | Multidisciplinary event in partnership with EugPRIDE |
| JUL | Produced by Dayinthelife Entertainment (hip-hop, spoken word, dance, visual art) |
| AUG | Celebration of Native and Indigenous artists (event producer is being confirmed) |
| SEP | Fiesta Cultural at the ArtWalk, celebrating Latino/a/x/e arts, cultures, and heritage |
| OCT | Visual Arts Week kickoff at the ArtWalk, in partnership with the City of Eugene |

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 (350-500 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 visits 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

During the warmer months (June-Oct), 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 summer months include the following additional benefits:

- Sandwich boards during events at the Farmer's Market Pavilion
- Verbal recognition during the monthly welcome at the Pavilion
- Table, banner, or hosted arts activation at the Pavilion during ArtWalk special events

For more information and to discuss a sponsorship, please contact:

Stacey Ray, Executive Director, Lane Arts Council

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Thank you for your partnership and support of the First Friday ArtWalk!