

# BIG NIGHT IN

## *for the Arts*

The pandemic has had a devastating effect on nonprofit arts organizations, which have lost both contributed and earned revenue. Arts venues were the first to close and will be the last to reopen. Many organizations and individuals have pivoted to new and creative ways to deliver content, whether they are performing outdoors, virtually, or in socially distanced arrangements. These innovations can lead to greater equity and accessibility for the arts that will continue post-pandemic. Despite these solutions and positive effects of innovation, in many cases, virtual programming is not producing revenue at levels compared to in-person events and programs.

The United Arts Council of Raleigh and Wake County, the Durham Arts Council, the Orange County Arts Commission, and the Chatham Arts Council are working carefully to ensure equity and maximize efforts to provide robust support for arts organizations.

Join us on **Thursday, March 11, for Big Night In for the Arts**, a regional initiative that will be broadcast and live-streamed in partnership with WRAL. The event will feature performances from local and national talent, address the impact of COVID-19 on the arts, and highlight the missions of the four organizations that lead and support our local arts infrastructure. Funds raised will help local nonprofit arts and culture organizations begin on a path of recovery and reentry post-pandemic.

The arts are inherently healing, help deepen our understanding, and are a tool for emotional expression during difficult times. They are essential to the economic recovery that our region desperately needs. There are many ways in which the arts improve our quality of life throughout our communities, and we need to ensure that the arts sector can survive through the pandemic, and thrive again.

# Sponsorship Opportunities

**\$100,000**

## **TITLE SPONSOR**

*(one available)*

Entertainment introduction on-screen during the program by a sponsor representative

Sponsorship mention during the event open and reopen at the half-hour mark

Logo scrolling on-screen and during a dedicated spot to highlight sponsors

Three, 30-second commercial spots or custom messaging to air within program breaks

Donation check presentation within the program

Shout out and special thank you during digital kick-off 30 minutes before TV special

4+ dedicated social media posts leading up to the event

Logo (or name) on e-blast, websites & thank you post after the event

Exclusive Hospitality Packages (for 25 people)

**\$50,000**

## **PRODUCTION SPONSOR**

*(one available)*

Sponsorship mention in the event open and reopen at the half-hour mark

Logo scrolling on-screen and during a dedicated spot to highlight sponsors

One, 30-second commercial spot or custom messaging to air within program breaks

Donation check presentation within the program

Shout out and special thank you during digital kick-off 30 minutes before TV special

3+ dedicated social media posts leading up to the event

Logo (or name) on e-blast, websites & thank you post after the event

Exclusive Hospitality Packages (for 20 people)

**\$25,000**

## **PREMIERE SPONSOR**

*(four available)*

Sponsorship mention from host during the program

Logo scrolling on-screen and during a dedicated spot to highlight sponsors

One, 30-second commercial spot or custom messaging to air within program breaks

Shout out and special thank you during digital kick-off 30 minutes before TV special

2+ dedicated social media posts leading up to the event

Logo (or name) on e-blast, websites & thank you post after the event

Exclusive Hospitality Packages (for 15 people)

# Sponsorship Opportunities

## COMMUNITY SPONSOR

**\$10,000**

- Sponsorship mention from host during the program
- Logo scrolling on-screen and during a dedicated spot to highlight sponsors
- Shout out and special thank you during digital kick-off 30 minutes before TV special
- 2+ dedicated social media posts leading up to the event
- Logo (or name) on e-blast, websites & thank you post after the event
- Exclusive Hospitality Packages (for 10 people)

**\$5,000**

- Logo scrolling on-screen and during a dedicated spot to highlight sponsors
- Inclusion in a social media post leading up to the event dedicated to program sponsors
- Logo (or name) on e-blast, websites & thank you post after the event
- Exclusive Hospitality Packages (for 8 people)

**\$2,500**

- Inclusion in a social media post leading up to the event dedicated to sponsors
- Logo (or name) on e-blast, websites & thank you post after the event
- Exclusive Hospitality Packages (for 6 people)

**\$1,000**

- Logo (or name) on e-blast & websites of all local arts agencies
- Exclusive Hospitality Packages (for 4 people)

**\$500**

- Logo (or name) on e-blast & website of local arts agency only
- Exclusive Hospitality Packages (for 2 people)

## MARKETING STATS

### WRAL

#### Social Media

Twitter: 385.9k total followers

Instagram: 77.8k total followers

Facebook: 694.2k total followers

### LOCAL ARTS AGENCIES

#### Social Media

Twitter: 12,178 total followers

Instagram: 5,663 total followers

Facebook: 15,810 total followers

## HOSPITALITY PACKAGES (Available at convenient pickup locations)

- Pre-made catered meals
- Cocktail mixes or beer or wine



Use your phone camera for online

**Event information and registration**

**BigNightIn.org**

# Become A Sponsor

## Please circle your sponsorship level:

\$100,000  
TITLE SPONSOR

COMMUNITY SPONSOR: \$10,000

\$5,000

\$50,000  
PRODUCTION SPONSOR

\$2,500

\$25,000  
PREMIERE SPONSOR

\$1,000

\$500

## Please provide contact information:

Name/Organization:

Phone:

Email:

Address:

## How would you like to allocate your sponsorship?

(Please note which organization(s) and the dollar amount)

- Chatham Arts Council
- Durham Arts Council
- Orange County Arts Commission
- United Arts Council of Raleigh and Wake County

## Please make a benefits selection:

- We would like to enjoy our full sponsor benefits.
- Please donate the hospitality portion of our sponsor benefits to an artist in need.
- We prefer to opt out of all sponsor benefits.



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