

2023

INLIQUID

ART FOR THE CASH POOR

Sponsorship Opportunities



1400 N American Street, Suite 314, Philadelphia, PA 19122

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[@InLiquidArt](https://twitter.com/InLiquidArt) [f /InLiquidArt](https://www.facebook.com/InLiquidArt)

Please join us as a sponsor of InLiquid's 23rd annual **Art for the Cash Poor**, Philadelphia's premier affordable art festival!

Art for the Cash Poor will feature 100+ local artists and makers, selling work for \$10 to \$250, making art affordable to everyone on **Saturday, June 10, 2023 from noon - 6:00 pm** in front of the Crane Arts Building (1400 and 1500 blocks of N American Street, Philadelphia).

Art for the Cash Poor 2023 features:

- A free, family-friendly festive event
- Fine Art Show + Sale
- Over 100 local artists, makers, and artisans
- Make + Take activities for the whole family
- Original artwork of every sort for every budget!
 - Painting
 - Photography
 - Sculpture
 - Fashion & Accessories
 - Jewelry
 - Ceramics
 - Prints
 - Home design
- All Proceeds from art sales directly support artists in your community and their amazing creative practices

Since 2005, InLiquid's Art for the Cash Poor has been at the forefront of the American Street Creative Corridor that includes:

- Galleries, Artist Studios, and Maker Spaces
- Craft Beer brewers, Craft Spirits, Local restaurants, cafes, and distilleries
- Designers and Architects



About InLiquid

InLiquid is a 501(c)(3) nonprofit organization committed to connecting artists and audiences in the Philadelphia region. Founded in 1999 by Rachel Zimmerman, InLiquid fosters the artistic practices of hundreds of visual artists each year and encourages audiences to collect work by our dynamic arts community. InLiquid makes the work of our region's artists accessible to all, providing free contemporary art programming to thousands of children and adults in the InLiquid Gallery, satellite spaces throughout Philadelphia, and virtually through its online information portal that showcases hundreds of the region's artists. Increasingly, InLiquid connects communities by creating opportunities to use art as a catalyst for civic engagement and calls for social change. Find us online at www.inliquid.org, or on Instagram at @inliquidart.

Support Local Artists

SPONSOR INLIQUID'S ART FOR THE CASH POOR FESTIVAL

There are many benefits to being an AFTCP 2023 Sponsor, including opportunities to create pop-ups, lounges, and activities within the scope of the festival, engaging directly with audiences and promoting your company while supporting local arts with InLiquid!

Transformer \$10,000

- Take over and customize a 10' x 40' space at the event to vend or promote your business
- Display a promotional banner along the perimeter of the event *
- Opportunity to distribute promotional material at the event †
- Prominent placement of your link and logo in our promotional material
 - InLiquid.org/AFTCP
 - Our event map
 - In our email marketing campaign
- A dedicated blog post/article about your company on InLiquid's website
- Dedicated social media mentions: at least 2 on each of InLiquid's social media channels
- Dedicated free parking space at the event
- Your logo featured prominently on InLiquid's VIP Lounge signage
- 20 Passes to InLiquid's VIP Lounge for you and your guests
 - includes complimentary refreshments
- Category exclusivity
- Right of first refusal for 2024

Visionary \$5,000

- Dedicated 10' x 20' space at the event to vend or promote your business
- Opportunity to make an announcement / address the crowd at the event
- Opportunity to distribute promotional materials at the event †
- Prominent placement of your link and logo in our promotional material
 - InLiquid.org/AFTCP
 - Our event map
 - In our email marketing campaign
- Dedicated blog post/article about your company on InLiquid's website
- Dedicated social media mentions on each of InLiquid's social media channels
- Your logo included on InLiquid's VIP Lounge signage
- 10 Passes to InLiquid's VIP Lounge for you and your guests
 - includes complimentary refreshments

Art Activator \$2,500

- 10' x 10' space at the event to vend or promote your business
- Opportunity to make an announcement / address the crowd at the event
- Opportunity to distribute promotional materials and items at the event
- Prominent recognition on InLiquid.org/AFTCP
- Logo and link in email marketing to InLiquid's Network
- Logo placement on our event map
- Dedicated social media mention on each of InLiquid's social media channels

Partner \$1,000

- 10' x 10' space at the event to vend or promote your business
- Logo placement on our event map
- Recognition on InLiquid.org/AFTCP
- Logo and link in email marketing to our network
- Shout-Out on InLiquid Facebook, Twitter, and Instagram

Bespoke Sponsorships

- We are happy to work with you to build a bespoke sponsorship experience, should you wish for benefits other than what is listed here.
 - Music Area Sponsor (1 Available)
 - First Aid/Hydration Station Sponsor (2 Available)
 - Creation Station Sponsor (2 Available)

*Provided by sponsor, size restrictions may apply **

Restrictions may apply †

The final deadline for inclusion on event signage is May 15, 2023

If you have any questions or want to discuss how to be involved, please contact Juliette Cook, Director of Development, at juliette@inliquid.org; or call 917.385.5486 (c) or 215.235.3405 (o).



2023 Audience Marketing Statistics

InLiquid's audience is concentrated in Philadelphia and the affluent surrounding suburbs. Audience members are highly educated and culturally engaged.

- Unique Website Viewers/Year: 112,000
- Web Sessions/Year: 139,000
- Annual In-Person Audience*: 25,000
- Annual Artists Served: 500+
- Email Newsletter Subscribers: 8,796
- Facebook Followers: 8,400
- Instagram Followers: 9,719
- Twitter Followers: 5,813
- Art for the Cash Poor festival average audience: 3,000+

**In-person audience numbers may vary during the pandemic.*

INLIQUIDTM AFTCP Sponsorship Commitment Form

Sponsor Name _____
(how you prefer to be credited)

Contact Person _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____

Email _____ Web _____

Sponsorship Level selected:

- | | |
|--|--|
| <input type="checkbox"/> Transformer \$10,000 | <input type="checkbox"/> Partner \$1,000 |
| <input type="checkbox"/> Visionary \$5,000 | <input type="checkbox"/> Bespoke \$ _____
(agreed upon amount w/ InLiquid approval) |
| <input type="checkbox"/> Art Activator \$2,500 | |

Payment being sent via

- ☐ Check ☐ Credit Card ☐ Venmo ☐ Gifts of Stock ☐ Other

Credit cards feel free to provide below or use the online form at https://bit.ly/AFTCP_23sponsor

Card number _____

Exp Date: _____ CVV code: _____

Venmo QR



Please provide us with your promotional materials and a copy of your logo.

Logo (hi res vector required for print materials) Sent: ☐ e-mail ☐ web link: _____

Information can be sent to:

InLiquid
Attn: Juliette Cook
1400 N. American Street #314
Philadelphia, PA 19122.

Images & Logos can be sent via email to Juliette Cook, Director of Development at juliette@inliquid.org. Any questions call 917.385.5486 (c) or 215.235.3405 (o).

If you need a copy of InLiquid's W9, please let us know.