

FRANCONIA

2024 Business Sponsorship



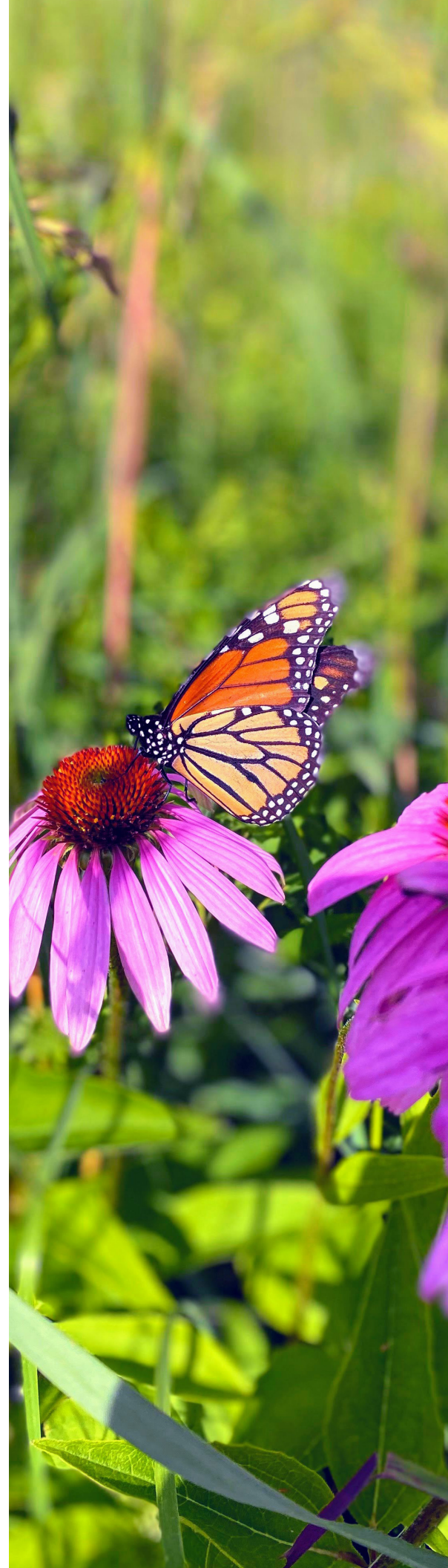
ABOUT FRANCONIA

Franconia Sculpture Park is the preeminent, artist-centered sculpture park in the Midwest. Founded in 1996, the mission of Franconia Sculpture Park is to **foster an inclusive community to create and contemplate contemporary art inspired by nature and our ever-evolving world.**

Franconia operates a **50-acre outdoor museum** located in the scenic St. Croix River Valley of Minnesota, just 45 miles from the Twin Cities on the ancestral lands of the Wahpekute. This setting serves as a backdrop for robust public programs and expansive educational initiatives for youth and adults, **servicing more than 200,000 yearly visitors, including over 30,000 school students.**

Franconia is best known for our **world-renowned Artist Residency Program.** We believe in positive representation of artists of color in rural Minnesota, and providing opportunities to artists traditionally underserved in our nation's cultural institutions. We believe that art fosters empathy. Each year we invite diverse artists from across the globe to rural Minnesota to create the over 100 works currently on display, providing singular opportunities that connect artists with audiences.

AS A CRUCIAL MEMBER OF THE CREATIVE COMMUNITY IN THE REGION, FRANCONIA SCULPTURE PARK BELIEVES THAT ART AND NATURE GIVE TO THE WELL-BEING OF OTHERS.



WHY INCLUDE FRANCONIA SPONSORSHIP IN YOUR MARKETING PLAN?

Gain exposure for your business by becoming a sponsor of Franconia Sculpture Park and take advantage of our engaging lineup of public programs. Our marketing efforts reach **thousands of households annually**, drawing **more than 200,000 people** of all interests and backgrounds from Minnesota, Wisconsin, and beyond.

Advertising your company through our sponsorship program provides brand access to a space outside the reach of your regular marketing channels. It creates unique touchpoint **opportunities to increase brand awareness**, while also creating an association with our **shared values**.

PLUS! It's tax-deductible! Invest in Franconia's mission and strengthen our community.

FRANCONIA
sculpture park

FILM @ FRANCONIA

All films begin at 9pm at Franconia's outdoor amphitheater
\$5 parking/car | beverages & snacks sold on site

SATURDAY, JUNE 3, 2023
THE DARK CRYSTAL (1982)
Discover the magic of Jim Henson's timeless masterpiece, The Dark Crystal, under the starry night sky at Franconia Sculpture Park's outdoor amphitheater. The screening will kick off with two short films from local artists.

SATURDAY, JULY 8, 2023
THE SHINING (1980)
Experience the iconic horror film The Shining like never before at Franconia Sculpture Park. Immerse yourself in the eerie atmosphere as the sun sets and darkness descends upon the park. The screening will kick off with two short films from local artists.

SATURDAY, SEPTEMBER 2, 2023
FRANCONIA 5 MINUTE FILM FESTIVAL
Open for submissions from artists in Minnesota and Wisconsin working in video art, film, documentary, animation, or experimental media. Submit at franconia.org by July 31, 2023.
18 selected films will be screened at Franconia's outdoor amphitheater on Sept. 2nd at 9pm.
Jurors: Jes Reyes, Alyssa Freitas, and Ashlyn Price
Cash prizes: \$500 First Place, \$250 Second Place, \$100 Third Place

THANKS TO OUR SPONSORS!

FRANCONIA
sculpture park
29836 St. Croix Trail, Shore, MN, 55074
www.franconia.org | info@franconia.org
651-257-6668 | @franconiamm

Sample of brand representation
for 2023 Film @ Franconia

BENEFITS OF SPONSORSHIP

- ▶ Invitations to programs, discussions, and exclusive donor events
- ▶ Recognition in our publications, programs, website, and in the Franconia Commons
- ▶ Brand representation during our most popular public programs like Music @ Franconia (audience reach of over 4,000 visitors)

YOUR BUSINESS HIGHLIGHTED

- ▶ Monthly newsletters to Franconia's 9,000+ subscribers and members
- ▶ Social media marketing to over 35,000 followers and fans on Facebook and Instagram
- ▶ Hundreds of postcards and posters distributed across the St. Croix River Valley and the Twin Cities metro



85% of Minnesotans believe that arts and cultural activities make Minnesota an attractive place to live and work. Visitors cite Franconia's location, diversity of programs, safe space for all people, and family-friendly atmosphere as primary factors for attending our vibrant cultural programs.

2024 HIGHLIGHTS



Northern Lights over the park



Drag performance at 2024's Midsummer Pride Party



Art & Farmers Market



First on the Wall gallery exhibition



Resist Natural Dyeing Workshop



Jeremy Messersmith at Music @ Franconia



The Swongos at Midwinter Celebration



Lei Po'o Workshop with Zeni Flauta



Making flower crowns at Midsummer Pride Party

SCULPTING THE COMMUNITY

Take advantage of being included in Franconia's public programs! Events are a great way to get customers and prospects to discover you. By becoming a sponsor, you give people the opportunity to interact with your brand.

If you're a B2C (business-to-consumer) company, like a brewery or snack company, consider sponsoring Music @ Franconia or Film @ Franconia by providing your product to be sold during the event. It's a win-win; our visitors discover your brand and products, and Franconia generates a little revenue that makes art happen.



We point visitors to YOUR business as a reliable partner in the St. Croix River Valley! Our Business Sponsors are featured on Park signage, seen by over 200,000 annual visitors, many of whom are out-of-town tourists!

Sebastian Duncan-Portuando, 2024
'Queer Geographies' in the Mardag Gallery

FRANCONIA SPONSORSHIP

Our sponsorship opportunities **fit all marketing goals and budgets**. Franconia welcomes cash donations, in-kind goods or services, or a combination of both, and **we'll be happy to work with you** to personalize your sponsorship package. Become a Business Sponsor by April 1st, 2025 to be mentioned in a **special social media announcement** and included on the **2025 Business Sponsor wall in the Franconia Commons** (All 2024 Business Sponsors will also be listed on the 2025 Sponsor Wall)!

OPTIONS & BENEFITS

▶ IRON (\$500 - \$999)

- Invitations to all Franconia events and programs
- Linked company logo on the Franconia website: www.franconia.org/give/our-sponsors/
- Logo on event collateral distributed to over 200 locations
- Company name featured on the Donor Wall in the Franconia Commons building
- Inclusion in social media marketing to Franconia's 35,000+ Facebook and Instagram followers

▶ COPPER (\$1,000 - \$2,499)

All the benefits of an **IRON SPONSOR**, plus:

- Invitations to Members-only events throughout the year
- Gift Franconia FRIEND Memberships to employees
- Free parking for all paid events at Franconia

▶ BRONZE (\$2,500 - \$4,999)

All the benefits of an **COPPER SPONSOR**, plus:

- Walking tour for up to 20 guests
- Opportunity to host a day of service at Franconia
- Linked company *thank you* in FSP's monthly newsletter

▶ GOLD (\$5,000 - \$9,999)

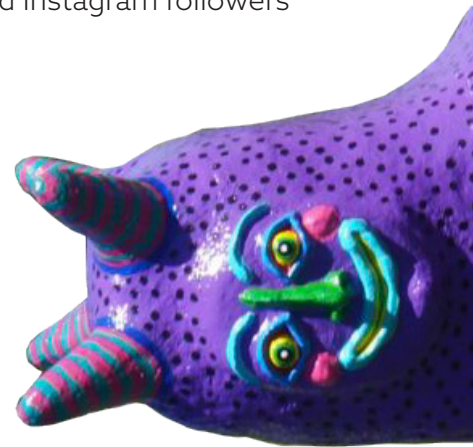
All the benefits of an **BRONZE SPONSOR**, plus:

- Exclusive sponsorship recognition at an event of your choice (first-come basis)
- One dedicated email to Franconia contacts showcasing support and/or special promotion
- Two invitations to Franconia VIP events
- Promotion in annual printed Franconia programs flyer

▶ PLATINUM (\$10,000 +)

All the benefits of an **GOLD SPONSOR**, plus:

- Sponsorship name recognition opportunity for one newly-commissioned sculpture
- Opportunity to host one private event for 125 people at Franconia
- Your company will be featured as a sponsor of all programs in Franconia's annual brochure, distributed across the region



Brett Douglas Hunter, 2022
'Grief Truck'

Questions? Contact Alyssa Auten, Community Liaison: alyssa@franconia.org or (651) 257-6668.



2024 BUSINESS SPONSORSHIP FORM

Franconia's sponsorships are **highly-customizable**, providing many opportunities to **build brand awareness**, engage **new and existing clients**, and have a **meaningful impact on arts and culture**.

SELECT YOUR SPONSORSHIP LEVEL

- IRON (\$500 - \$999)
- COPPER (\$1,000 - \$2,499)
- BRONZE (\$2,500 - \$4,999)
- GOLD (\$5,000 - \$9,999)
- PLATINUM (\$10,000+)



Cameron Cameron, 2023
'Always time for friends'


Business Name _____

Contact Name & Title _____

Website _____

Email _____

Phone Number _____

 _____ I've enclosed a check made payable to Franconia Sculpture Park

_____ Please charge \$_____ to my credit card (information below)

Card Number _____ MM/YY _____ CVC _____

Billing Address _____

Name as it appears on the card _____

Signature _____

Respond by mail: 29836 St. Croix Trail, Shafer, MN 55074 or by email: alyssa@franconia.org.

THANK YOU!