

ArtsAlpharetta PRESENTS



**MISCELLANY**

**AN OPEN AIR GALLERY**

# At a glance...



## What

An outdoor temporary sculpture exhibition featuring 10 premiere works. Michael Rooks, The High Museum's Weiland Family Curator of Contemporary and Modern Art is the juror for this first annual event.

## Where

The 2018 gallery will extend from Brooke Park at Alpharetta City Hall, along Haynes Bridge Road to the new art park on Thompson Street.

## When

May through December, 2018.

## Who

Organized by: Arts Alpharetta in cooperation with the City of Alpharetta.

## Why

The goal of the is to bring an awesome arts experience to those who live, work, play and visit Alpharetta.

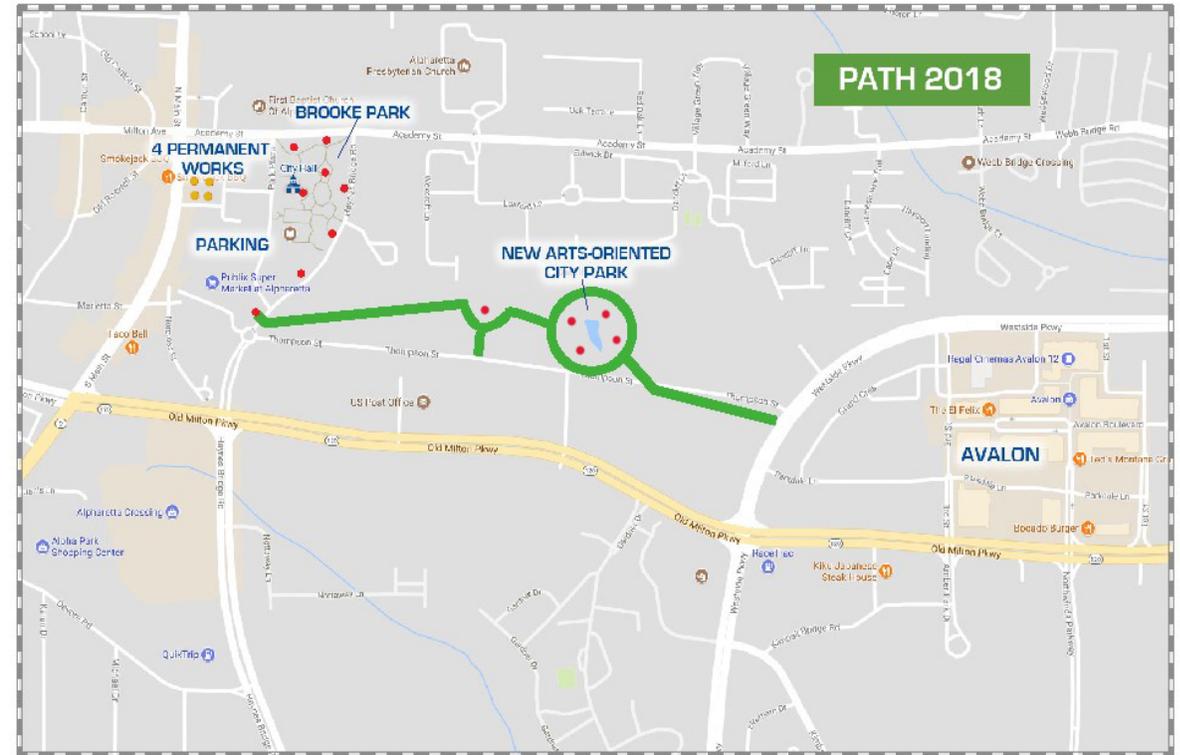
## Sponsorship opportunities

Packages range from \$250 to \$50,000.

In-kind support opportunities are also available.

# Location. Location. Location.

- Links fast-growing Downtown Alpharetta and popular Avalon
- Enjoys excellent proximity to residences, restaurants and shopping at Avalon and Downtown Alpharetta
- Features plentiful parking, easy walkability and clear visibility from Haynes Bridge, Academy Street and Thompson Street
- Easy access from GA 400



This event is one element of the Arts Alpharetta's robust public arts plan and provides a unique destination for residents, employees and visitors.

# Art. Art. Art.



Known as an art curator dedicated to community building and engaging audiences across generations from every walk of life, Michael Rooks joined the High Museum of Art as Wieland Family Curator of Modern and Contemporary Art in January 2010. In addition to his responsibilities at the High, Rooks served as Commissioner and co-curator of the U.S. Pavilion at the 12th International Architecture Exhibition, La Biennale di Venezia, in 2010 and is an independent art writer.



A national call for entries will reach thousands of potential applicants and feature incentives aimed at attracting the country's best working artists



*Khalessi-Pa,  
Isaac Duncan III*



*Ascension, Michael Dillon*

*Images courtesy of the artists. Featured works are representational of some of the artists who will be invited to participate as part of the national Call for Entries.*

# Opportunity. Opportunity. Opportunity.

## *A special opportunity*

- Alpharetta is the 6<sup>th</sup> fastest growing city in the nation
- Median HH Income is \$125,000+
- Median Home Value is \$325,000+
- Median Age is 37
- Home to more than 600 tech industry firms



[www.awesomealpharetta.com](http://www.awesomealpharetta.com)

The Alpharetta Convention and Visitors Bureau (ACVB) is a sponsor with a commitment to a significant promotion and ad buy.

Informational brochures will be placed in 30+ ACVB member hotels and marketed through the ACVB website and newsletter

# Sponsorship Benefits



	PREMIERE	GOLD	SILVER	BRONZE	PATRON	SUPPORTER
<b>RECOGNITION AS PREMIERE SPONSOR</b>	X					
<b>Name and Logo Placement</b>						
Printed Brochures and Support Materials	LOGO	LOGO	LOGO	NAME	NAME	NAME
Signage Recognition at Art Works	LOGO					
<b>Promotions Before and During Exhibition</b>						
Website	LOGO WITH LINK	LOGO WITH LINK	LOGO	LOGO	NAME	NAME
Social Media	ALL SPONSORSHIP MENTIONS	ALL SPONSORSHIP MENTIONS	OCCASIONALLY	OCCASIONALLY		
Media Promotion	TBD	TBD	TBD	TBD		
Media Releases	X	X				
Newsletters	X	X	X	X	OCCASIONALLY	
Digital and Print Ads as Available	X					
<b>Other Benefits</b>						
Opportunity for Special Events as Available						
Recognition at Other Arts Alpharetta Events and Activities						
<b>SPONSORSHIP LEVELS</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$5,000</b>	<b>\$500</b>	<b>\$250</b>

*\*Custom sponsorship packages available*

*\*In-Kind Contributions should offset budget expenses*

# Arts Alpharetta

ArtsAlpharetta.org

*Arts Alpharetta is a volunteer driven 501(c)3 organization dedicated to developing a dynamic arts community in Alpharetta. The City of Alpharetta has joined in that commitment by fostering an arts-friendly atmosphere.*

- Alpharetta Arts Center – a multimillion dollar project opening in 2019
- Public Arts – a commitment to building the City’s permanent collection including upcoming installations of new works in Downtown Alpharetta by renowned artists *Michael Dillon, Gregory Johnson, Marc Moulton/Duke Ourseler, and Deanna Sirlin*
- Annual Arts Events – Well-established arts-oriented events occur throughout the year including Wire and Wood, a two day festival where nationally recognized songwriters perform on multiple stages

