



## 2015 Business Partnership Overview

### ABOUT MAIN LINE ART CENTER

Main Line Art Center is a welcoming and inclusive creative home where everyone is encouraged to create, experience, and discover the value of art. We define art, artistic practice, and art education as lifetime opportunities for personal growth, enlightenment, joy, and development.

Our award-winning programs span from the traditional to the more contemporary, and are all held to a high level of artistic excellence. The art we exhibit, teach, and share is intended to inspire, encourage conversation and connections, bring joy to life, and exceed expectations.

Committed to making art more accessible to everyone, we offer art programs for individuals of all ages and abilities including a unique series of Accessible Art programs for children and adults with developmental and physical disabilities. Main Line Art Center also grants over \$12,000 in need-based scholarships annually.

Throughout the year, we present innovative, contemporary art exhibitions in our spacious award-winning galleries. Our exhibition program celebrates our community of artists, as well as emerging and established artists whose work encourages intellectual dialogue and serves as a source of inspiration. Last year over 16,000 people were a part of our creative community, whether they created masterpieces and memories in one of our classes, engaged in a conversation with an exhibiting artist, or reached their potential in one of our life-transforming Accessible Art programs.

#### *Our Mission*

To inspire and engage artistic creativity for all ages and abilities and to celebrate and strengthen the essential role of visual art in community life.

#### *Inclusion Statement*

Main Line Art Center is committed to a continuum of accessible education programs by providing reasonable and appropriate accommodations in a supportive environment that promotes and fosters inclusion of people of all ages, abilities, and skill levels.

#### *Milestones shaping Main Line Art Center's 2015 fiscal year (September 1, 2014 – August 31, 2015)*

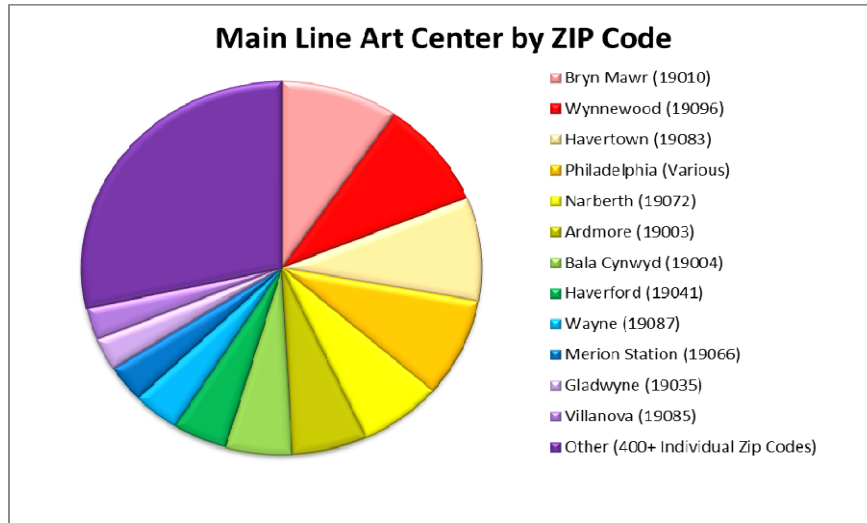
- 50<sup>th</sup> Anniversary of Accessible Art Programming for children and adults with disabilities (January – December, 2014)
- Expansion of our Digital Media Program and planning for a community-wide, month-long celebration of image based art and artists: *Panorama 2015* (October, 2015)
- Presentation of the Meyer Family Prize in association with the Betsy Meyer Memorial Exhibition, elevating the prominence of the exhibition among the regional art community (Spring, 2015)
- Promotion of advanced mentorships and guilds for advanced artists
- Further development of the Art Center's exterior campus as an outdoor classroom, exhibition space, and community gathering place

### FACTS AND FIGURES

Main Line Art Center is the creative home to a diverse group of visual artists and art enthusiasts:

- 80,000 individuals experienced Main Line Art Center at community events and exhibitions throughout the Greater Philadelphia region
- 16,000+ individuals yearly visit Main Line Art Center to take classes, view exhibitions and attend events.
- \$12,000 is how much the Art Center provides in needs-based financial assistance so all can participate in classes regardless of financial situation
- 6,900+ active individuals are in our database including members, donors, students and business principals.
- 5,200+ children under the age of 18 take classes, attend camp and/or participate in workshops each year.
- 1,200+ individuals enjoy Main Line Art Center membership benefits including discounts on classes, workshops and trips; discounts at area retailers and cultural institutions; reduced entry fees for juried exhibitions, use of open studios; and more.
- 750+ visual arts programs including classes, workshops, lectures and community events take place at Main Line Art Center each year.

- 170 children with disabilities participate in our Accessible Art programs.
- An estimated 75% of our students are female.



The majority of Main Line Art Center participants reside in Bryn Mawr (19010), Wynnewood (19096), Havertown (19083), Narberth (19072) and Ardmore, PA (19003): some of the most affluent communities in the U.S. The information below was collected through several websites that integrate data from the U.S. Census (census.gov).

Community	ZIP	Median Income	Est. Median Property Value	Earns \$1000+	College Degree or Higher
Bryn Mawr	19010	\$71,753	\$600,000	38.1%	63.8%
Wynnewood	19096	\$86,861	\$489,000	65.2%	65.2%
Havertown	19083	\$62,545	\$305,000	40.1%	40.1%
Narberth	19072	\$74,609	\$492,000	71.2%	71.2%
Ardmore	19003	\$60,263	\$376,000	54.3%	54.3%

### HOW MAIN LINE ART CENTER CAN HELP YOUR BUSINESS

Through inclusion in on-site events and exhibitions, marketing materials, and custom tailored engagement strategies where we connect your business with prospective or current clients, Business Partners have the opportunity to develop on-going relationships with some of the most loyal, creative and active individuals, families and companies aligned with Main Line Art Center. The Art Center also offers numerous hospitality opportunities for Business Partners to entertain or reward their staff and customers.

#### *Inclusion in event and exhibition promotion*

All classes, events and exhibitions are promoted in Main Line Art Center Program Brochures published 4x per year; on [www.mainlineart.org](http://www.mainlineart.org), via Facebook posting, and within *ArtMail*, Main Line Art Center’s monthly e-newsletter.

The Art Center also promotes its events, programs, and exhibitions via press releases to over 75 print, broadcast and electronic media outlets, and produces an array of materials that is distributed online, by direct mail, and via regional libraries, community centers, art supply stores, and retailers.

We will acknowledge your business by logo or name in all the advertising and marketing we do for the event or program with which you are aligned. Specific promotions relative to each event are noted in the Main Line Art Center Events & Programs section of this document. The distribution for each promotional vehicle is below.

#### Exhibition Postcards

1,000-5,000 direct mailed per exhibition.

### Exhibition Catalogues

500 catalogues are printed and available to Art Center members, students and guests through the duration of the exhibition for which they are produced.

### Program Brochures

All events, classes and workshops are listed in a full color booklet and published several time a year with a distribution of approximately 17,000 per issue by direct mail and via community centers, retailers and libraries. Brochure mail dates:

Fall 2014: mails August 8  
Winter 2015: mails December 2  
Summer Camp 2015: mails January 22

Spring 2015: mails February 24  
Summer 2015: mails May 5  
Fall 2015: mails August 4

### Print advertising

The Art Center advertises some events and exhibitions in media such as Main Line Times, City Suburban News or on-screen at the Bryn Mawr Film Institute.

### Main Line Art Center Website

Your logo or name may be listed and linked on the Partner page of [www.mainlineart.org](http://www.mainlineart.org) which is being redesigned for spring of 2015.

### Main Line Art Center E-Newsletter

Your logo or name may be included in *ArtMail* sent monthly to over 7,000 qualified email addresses. There is also the opportunity for your business to be highlighted in an editorial feature.

### Facebook

Opportunity for feature on Main Line Art Center's Facebook page: 3,500+ followers.

### Digital Advertising

The Art Center frequently advertises its events and exhibitions on websites and e-newsletters such as Main Line Today and Main Line Neighbors

### **Additional benefits**

As a Main Line Art Center Business Partner you may receive benefits that will strengthen your bond to the Greater Philadelphia Arts and Culture community, bring the aesthetic of fine art into your workplace, and provide opportunities to entertain your clients, staff and other stakeholders within a creative space.

### Inclusion in Community Partner Program

Community Partners provide Main Line Art Center members with discounts and/or special incentives relative to their business. Community Partners are promoted on the Art Center's website and within materials mailed to members upon initiating or renewing a membership.

### Gallery Rentals

All Business Partners receive a discount for Main Line Art Center gallery rentals for their special events. The Art Center also has a kitchen to accommodate most caterers. A gallery talk can be added in order to fully immerse guests in the gallery environment and the work being exhibited at the time of the event. Gallery capacity is 200 for cocktail events; 50-75 for seated events.

### Audience Engagement: Share your business expertise

Main Line Art Center regularly hosts free professional and creative development presentations to its membership and the general public. Past topics have included resumè and personal statement writing for artists; technology tutorials; and effective use of social media.

### Community Exhibition Program

The Art Center's Executive Director and Exhibitions Coordinator will work with Business Partners to create a workplace exhibition of art by Main Line Art Center Professional Artist Members. The Art Center can also promote the exhibition with a press release to area media outlets and include it in exhibitions promotions in order to drive art enthusiasts to your workplace. This benefit is limited to three (3) Business Partners per year who invest or donate a minimum of \$10,000.

### Main Line Art Center Membership

Business Partners may receive complimentary household memberships to share with company employees or clients. Benefits of membership include discounted classes, discounts at Community Partner businesses, members-only communications, and more.

## MAIN LINE ART CENTER EVENTS AND PROGRAMS 2015

### Thanks A Brunch! Member Appreciation Breakfasts

January, March, and September

Main Line Art Center acknowledges its members with a complimentary continental breakfast on the first morning at the start of each class session.

Attendance: Approximately 100 per session

Promotion: Website; ArtMail; Brochures; Facebook

### Teaching Artist Exhibition

Fall, 2015

Reception: tbd

An exhibition of Main Line Art Center Teaching Artists.

Attendance at reception: 175; through the exhibition: 1,000+

Promotion: Website; ArtMail; Fall 2014 brochure; Facebook; Postcards (1,000)

### Happy Hour and Open House for Event Planners

Fall, 2015, 5:30pm-7:30pm

Free open house and refreshments to promote the Art Center's rentals to anyone planning a social or corporate event

Anticipated attendance: 100 event professionals and corporate party planners.

Promotion: Save the date and Evite to businesses in the Art Center data base; e-notification to regional chapters of International Special Events Society and Meeting Planners International; Website, ArtMail, Fall 2014 brochure, Facebook

### Art Market: Fresh and Local

Fall, 2015, 5:30pm-7:30pm

Informal sale of affordable artwork by local artists working in a variety of media throughout the Art Center's studios.

Anticipated attendance: 200

Promotion: Website; ArtMail; Fall 2014 brochure; Facebook

### Face Value Exhibition Curated by Amie Potsic

October 6 – November 5, 2014

Artist Talk & Reception: Friday, October 10, 2014, 5:30-8:30pm

Contemporary exhibition featuring artists Nick Cassway, Mark Khaisman, and Steven Earl Weber whose work approaches portraiture, commodification, and social commentary through the manipulation of packaging tape, laser cut vinyl, and glass.

Attendance at reception: 175; throughout exhibition: 2,000+

Promotion: Ads; Website; ArtMail; Fall 2014 brochure; Facebook; Postcard (1,000); Exhibition catalogue (500); artist-led educational programs to accompany the exhibition

### Holiday Fine Craft Sale

November 14 – 23, 2014

Reception: Thursday, November 13, 5:30-7:30pm

Juried fine craft sale featuring 30+ artisans working in a variety of media.

Attendance at opening reception: 175; throughout the sale: 2,000+

Promotion: Ads; Website; ArtMail; Fall 2014 brochure; Facebook; Postcard (7,500)

### Bubbles & Brews

November 20, 2014, 5:30-7:30pm

A shopping event during the Holiday Fine Craft Sale featuring complimentary champagne, craft beers, gift wrapping and artist demos.

Attendance: 150

Promotion: Website; ArtMail; Fall 2014 brochure; Facebook; Postcard (7,500)

### **Annual Members' Exhibition**

December 6, 2014 – January 5, 2015

Reception and State of the Art Center talk: Friday, December 12, 5:30-7:30pm

Exhibition features over 100 Main Line Art Center members' work in a variety of media and styles with juried prizes.

Attendance at reception: 175; throughout the exhibition: 1,000+

Promotion: Website; ArtMail; Fall 2014 & Winter 2015 brochures; Facebook; Postcard (1,000)

### **Professional Artist Members Exhibition**

January 15 – February 11, 2015

Reception: Friday, January 16, 5:30-7:30pm

Juried exhibition featuring 50+ of the region's finest professional artists working in a variety of media.

Attendance at reception: 150; throughout the exhibition: 1,000+

Promotion: Website; ArtMail; Winter 2015 brochure; Facebook; Postcard (1,000)

### **11<sup>th</sup> Annual Betsy Meyer Memorial Exhibition**

March 9 – April 21, 2015

Artists' Talk & Reception: Friday, March 13, 5:30-8:30pm

Competitive exhibition of emerging art-forms created by three innovative artists; prizes awarded

Anticipated attendance at reception: 175; throughout the exhibition: 2,000+

Promotion: Ads; Website; ArtMail; Winter & Spring 2015 brochures; Facebook; Postcard (1,000); Exhibition catalogue (500); artist-led educational programs to accompany the exhibition

### **Accessible Art Exhibitions**

April 13 – May 30, 2015

Closing Reception: Saturday, May 30, 2-5pm

Art created by children and adults with disabilities from the Center for the Blind and Visually Impaired, theVillage, the Art Center's own Exceptional Art programs and others will be exhibited concurrently at the Art Center, Ludington Library and Bryn Mawr Hospital.

Attendance at closing reception: 200; throughout exhibitions: 5,000+

Promotion: Ads; Website; ArtMail; Spring 2015 brochure; Facebook; Postcard (5,000)

### **Jewels & Treasures Fine Art Show and Sale**

May 2 – June 7, 2015

Preview Party on Friday, May 1, 7-10pm

Closing reception on May 30, 2-5pm

Juried exhibition and sale of two and three dimensional work by the region's top professional artists. Note: an upscale, ticketed Preview Party the evening before the public opening serves as a significant annual fundraising event for the Art Center.

Attendance at Preview Party: 175; throughout the exhibition: 1000+

Promotion: Ads; Website; ArtMail; Spring 2015 brochure; Facebook; Postcard (5,000); Invitations to Preview Party (1,250)

### **Summer Art Camp, Teen Studios & Art Parties**

June 15 - August 28, 2015 (11 weeks)

Summer Art Camp and Teen Studio are established visual arts program for children ages 5 to 18 years old. On the Friday afternoon at the end of every session, a gallery reception and exhibition, an *Art Party*, celebrates students' work. Note: Summer Art Camp and Teen Studios are fee-based programs.

Attendance: 100+ campers & parents/caregivers per weekly Art Party

Promotion: Ads; Website; ArtMail; Winter & Spring 2015 brochures; Facebook; Camp specific brochure mailed in January, 2015 (11,000)

## **EDUCATIONAL IMPROVEMENT TAX CREDIT PROGRAM**

Your company can reduce its PA tax liability by receiving tax credits for donations made to Main Line Art Center, a 501(c)(3) non-profit organization and eligible *Innovative Educational Program* under PA's EITC (Educational Improvement Tax Credit) program. An innovative educational program is an advanced academic or similar program that enhances the academic curriculum of public school(s).

Any business that pays PA taxes can register with the state now and apply for tax credits no earlier than 12:00am, July 1, 2015. Qualifying businesses then make a donation to Main Line Art Center AND receive a charitable deduction on federal tax return. Donations resulting from participation in the EITC program will benefit the Art Center's youth programming including the Exceptional Artists program for special needs children and young adults, Teen Studio Intensives, Summer Art Camp and Summer Teaching Artist Apprenticeships for High School and College Students.

Tax credits may be applied against the tax liability of a business for the tax year in which the contribution was made and are equal to 75% of its contribution up to a maximum of \$750,000 per taxable year and can be increased to 90% of the contribution if the business agrees to provide the same amount for two consecutive tax years.

Please share this information with your company's tax professional to see if your company qualifies. TO COMPLETE THE ONE TIME REGISTRATION go to [www.newpa.org/eitc](http://www.newpa.org/eitc)

### **WHO ARE THE ART CENTER'S BUSINESS PARTNERS?**

Main Line Art Center is grateful for the past and present support and partnership of many regional businesses such as:

Barefoot Wine & Bubbly (Official Wine)	Dr. Paul M. Glat (Event Partner)
The Bryn Mawr Trust Company (Event Partner)	High Swartz, LLP (Event Partner)
Career Pro Resumé Center (Event Partner)	myCIO (Event Partner)
Carlino's (Exhibitions Partner)	PECO (Program Partner)
DiBruno Bros. (Exhibitions Partner)	Rosemont Beverage (Exhibitions Partner)
Firinji (Exhibitions Partner)	Swiss Farms (Program Partner)
Franklin Mint Federal Credit Union (Event Partner)	Wilkie Lexus (Event Partner)

### **WHAT CAN YOU DO NOW?**

Your company can align with Main Line Art Center for as little as \$250. For more information, contact Nan Latona, Development Director at 610-525-0272 x113 or [nlatona@mainlineart.org](mailto:nlatona@mainlineart.org). Main Line Art Center values donations of budget relieving, in-kind services or supplies the same as monetary contributions. In-kind donations are recognized at the level commensurate to its cash value as determined by donor.

Visit [www.mainlineart.org](http://www.mainlineart.org) for more information about Main Line Art Center. Main Line Art Center is a 501(c)(3) non-profit organization. Donations to the Art Center are tax deductible to the extent allowed by law.