

WHAT

Main Line Art Center is an established community art center, recognized for excellence in providing visual art education and exhibition experiences to individuals of all ages, levels and abilities throughout the Greater Philadelphia area. Through participation in events and inclusion in comprehensive marketing campaigns, Main Line Art Center invites your business to align with our constituents - your target audience.

WHERE

Main Line Art Center is located at 746 Panmure Road, Haverford, PA 19041

WHO

80,000+ individuals experienced Main Line Art Center via the center's engagement in community events and exhibitions

- 16,000+ individuals yearly visit Main Line Art Center to take classes, view exhibitions and attend events
- 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
- 1,100+ individual members 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
- 300+ individuals with disabilities participate in our Accessible Art programs; of these, 160+ are children
- 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.

OPPORTUNITIES

- Multiple levels of partnership are available and include customization to meet diverse marketing needs
- ±10 exhibitions annually each approx. 4 weeks in duration, September, 2015 - May, 2016
- Spring Gala Exhibition: April 30 – June 5, 2016; Preview Party: April 29, 2016, 6:30-10pm
- Summer Art Camp for ages 4-12, June - August, 2016 (11 week-long sessions)
- Accessible Art Program for children and adults with disabilities, year-round
- Classes and workshops for children and adults, year round (delivered in 1-10 week increments, 4x annually)
- 2nd Annual Panorama: Image Based Art in the 21st Century, a two month-long celebration including a contemporary art exhibition, community festival, and related workshops and events, Fall, 2016

EXPOSURE

- Advertising: Logo in event and exhibition ads
- Online: Logo and link on www.mainlineart.org and in ArtMail newsletters (distributed to 8,000 qualified recipients)
- Direct Mail: Session guides distributed via direct mail, libraries, community centers and local retailers (16,000 @ 4x annually) and event postcards (2,500 - 7,500 per exhibition)
- Social Media: Logo and editorial on Facebook postings (3,800 followers)
- On-Site: Logo on on-site event signage
- Public Relations: Inclusion in event press releases sent to ±75 media outlets
- Display and Distribution: Opportunities to promote or sample product, interact with event guests, and display and distribution rights within the Art Center itself

CONTACT

Nan Latona, Director of Development, 610-525-0272 x113; nlatona@mainlineart.org

Additional customized marketing opportunities are available, including but not limited to:

Hyperlinked banner on Art Center website; on-going social media recognition; private exhibition talks and receptions for your staff or clients; private hands-on art making and team building experiences.

Main Line Art Center is a non-profit 501(c)(3) organization. We value donations of budget-relieving services and supplies the same as cash and acknowledge them equal to their cash value. Donations are tax deductible to the extent allowed by law and represent a gift to our mission: To inspire and engage people of all ages, abilities, and economic means in visual art through education, exhibitions, and experiences.

PARTNER BENEFITS*	\$20,000+ VISIONARY	\$10,000+ INNOVATOR	\$5,000+ PIONEER	\$2,500+ PRODUCER	\$1,500+ CATALYST	\$500 Camp Partner	\$250 Business Partner
Industry Category Exclusivity	YES	NO	NO	NO	NO	NO	NO
Custom designed service project for your staff	YES	NO	NO	NO	NO	NO	NO
Complimentary art consultation for your home or business	YES	NO	NO	NO	NO	NO	NO
Recognition and benefits in association with additional exhibitions of Partner's choice (includes Members Exhibition; Professional Artist Members Exhibition; Holiday Craft Show)	3 exhibitions	1 exhibition	NO	NO	NO	NO	NO
Discount on fine art purchased at Art Center events	10%	5%	NO	NO	NO	NO	NO
Recognition in all promotional materials and advertising for <i>Spring Gala Exhibition & Preview Party</i> and <i>Panorama 2016</i>	Presenting Partner	2nd Tier Partner	3rd Tier Partner	NO	NO	NO	NO
Admissions to <i>Spring Gala Exhibition Preview Party, 4/29</i> and <i>Panorama 2016</i> VIP reception date tbd	10	8	6	NO	NO	NO	NO
Recognition in all promotional materials and advertising of <i>Spring Gala Exhibition & Preview Party</i> or <i>Panorama 2016</i>	NO	NO	NO	4th Tier Partner	5th Tier Partner	NO	NO
Admissions to <i>Spring Gala Exhibition Preview Party, 4/29/16</i> or <i>Panorama 2016</i> VIP reception date tbd	NO	NO	NO	4	2	NO	NO
Recognition in Main Line Art Center session guide (16,000 copies; 4x annually) or other printed material	4 Session Guides	3 Session Guides	2 Session Guides	1 Session Guide	1 Session Guide	Camp Brochure	NO
# of invitations to Networking Breakfast Open House, Spring, 2016	6	4	4	2	2	2	4
Facility Rental Discount	15%	15%	10%	10%	10%	10%	10%
Complimentary Main Line Art Center Household Memberships (for 1 year)	4	3	3	2	1	NO	2

*Deadlines apply for logo inclusion in printed materials. All partnerships include on-site display/distribution rights and logo and link on www.mainlineart.com.