

# ARTSPIRE

*Experience Community Through Art*

## 2019 SPONSORSHIP PROSPECTUS



6th Annual Arts Celebration

June 7 & 8, 2019





# BEST SPECIAL EVENT IN WISCONSIN

-2016 Wisconsin  
Main Street Awards





# ABOUT US | COMMUNITY

Artspire is totally free to attend, and there's something for everyone!

- Visual Arts - over 50 artists booths
- Performing Arts - Music, theater, dance, poetry, storytelling & more!
- Interactive Arts for all ages
- Virtual Reality
- Events held in over 30 participating downtown businesses!
- Local Food and Beverage Vendors



Largest Arts Celebration in  
downtown La Crosse

Artspire is an event of the Pump House Regional Arts Center that highlights the La Crosse area's rich history and growing reputation as a creative community, while also attracting and engaging diverse audiences and artists. Artspire draws nearly 10,000 participants, volunteers, attendees and is held in and around the Pump House Regional Arts Center and throughout downtown La Crosse.

## Our Mission

The mission of Artspire La Crosse is to attract, engage and connect people through celebration of the region's diverse arts and culture, while promoting the La Crosse area as an arts destination.

## Our Values

- CELEBRATE ALL- Celebrate our expansive local culture both demographically (age, ethnicity, gender, income, etc.) and artistically (including all forms of the arts: visual, performing, literary, dance, music, film, etc.)
- MAKE THE ARTS ACCESSIBLE FOR ALL- Inclusive, free.
- BE INNOVATIVE- Embrace new ideas and creative thinking.
- STIMULATE A REGIONAL APPRECIATION FOR THE ARTS AND THE ARTISTS IN OUR COMMUNITY- Recognize local talent and grow it beyond our area.

## Our Vision

Artspire La Crosse, Over the next five years, will continue to be and interculturally recognized arts event that inspires the community, draws regional attendance, and is a model of positive partnerships.

## Sponsorship

Your support:

- Associates your brand with an event that promotes creativity and inspiration.
- Benefits the community and increases your engagement with a regional audience.
- Promotes our city as a creative community, making La Crosse a more attractive location for today's most talented workforce.
- Supports and promotes the work of local artists and arts organizations.
- Helps engage children of all ages in the arts and build appreciation for unique cultures.

# ECONOMIC IMPACT | MEDIA COVERAGE



During fiscal year 2015, spending by both the City of La Crosse's nonprofit arts and cultural organizations and their audiences totaled \$32.7 million with an equivalent of 1,132 full-time jobs.

Non Profit arts and cultural organizations are businesses in their own right. They spent \$12.8 million during fiscal year 2015 to employ people locally, purchase goods and services from local establishments, and attract tourists.

The nonprofit arts and culture sector is a \$32.7 million industry in the City of La Crosse!

## \$32,683,467

Total Industry Expenditures

## The Arts Improve the Economy and the Quality of our Personal Lives.

**82 percent** of Americans believe the arts & culture are important to local businesses and the economy.

**87 percent** of Americans believe the arts & culture are important to quality of life.

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

### Television

- Fox 25/48 WI Proud
- WXOW

### In the Community

- Artspire Programs
- Artspire Posters
- Artspire T-Shirts
- Explore La Crosse's "River of Festivals"

### Print

- La Crosse Tribune
- SEVEN Magazine
- LINK Magazine
- Coulee Parenting Connection

### Radio

- Midwest Family Broadcasting:
  - Z93
  - Classic Hits 94.87
  - WIZM 1410/92.3
  - 95.7 The Rock
  - KQ98
  - WKTY
- Wisconsin Public Radio

### Social Media

- Facebook
- Twitter
- Instagram

Your name or logo will appear in our marketing!





# CONCLUSION

Artspire has experienced great success in the past years, and will continue to grow in size, attendance, and economic and overall community impact—but only through your support! We look forward to talking with you to answer any of your questions and to discuss your sponsorship of the 6th annual Artspire.



The Arts mean business  
in the city of La Crosse!



## Contact

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