

2024 Sponsorship Opportunities

THE BUSINESS OF ART CONFERENCE III FUEL FOR THE FIRE: IMAGINE. CREATE. EXECUTE.



Invest in the arts and culture in Dane County and you are investing in an industry that strengthens the economy and builds more livable communities.

In an effort to generate demand and help working visual artists sell work, in 2014 Dane Arts created the Dane Arts Buy Local Art Market (DABL).

DABL connects and promotes the work of Dane County artists; DABL offers a variety of visual art, jewelry, and textiles for purchase directly from the artist.

In 2022, we initiated the first **BUSINESS OF ART CONFERENCE (BOAC I)**. Next year, March 7-9, 2024, we offer The Business of Art Conference III.

Dane Arts invites you to join our BOAC III efforts. Led by local business leaders, through various presentations and workshops for artists, Dane Arts will present critical business strategies to empower artists to generate additional business opportunities and grow their creative endeavors into viable, sustainable sources of revenue.

We ask for your support. As a sponsor, please partner with us for our 2.5 day conference on the art of business and the business of art.

DABL Impact, 2014 - 2023
\$150,000 in commissions
\$175,000 in art sales
3000+ event attendees

BOAC I and II
256 participants
Four Keynote presenters
24 workshops; active networking

Integrate your brand with the growing Dane County arts arena. Artists do invest locally.

Our business conference is March 7 - 9 at Arts + Literature Laboratory, a contemporary arts center located on Madison's near east side. Dane Arts supports professional development workshops and training for artists on taxes, marketing, copyright law, grant writing, pricing and more. We hear personal stories from professionals who learned first hand how to get the work done and how to add:

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As a BOAC III Sponsor, you will be recognized on our website, announced in promotional materials, recognized at our conference and promoted throughout the 2024 year.
This is a year-round opportunity.

Please consider a 2024 Dane Arts Buy Local sponsorship and join the movement to support our conference and grow our local art marketplace.

Attached is a list of sponsor benefits.

Many thanks,

A handwritten signature in black ink, appearing to read "mf".

Mark Fraire
Director, Dane Arts



2024 Sponsor Benefits

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Art Director
\$2,500

Curator
\$1,000

Creator
\$500

Designer
\$250

2 of 3 slots remain

3 of 5 slots remain

Traditional Media + Comms

Extra Large Logo + Presenting Sponsor Recognition

Large Logo

Standard Logo

Small Logo

Social Media

10 mentions

6 mentions

4 mentions

2 mentions

Webpage

Extra Large Logo w/ link + Presenting Sponsor Recognition

Large Logo w/link

Standard Logo w/link

Small Logo w/link

Program

Full Page spread

3/4 Page ad

1/2 Page ad

1/4 Page ad

Event Recognition

Conference Table, 5 guests, Acknowledgment by Emcee

3 guests, Display literature, Acknowledgment by Emcee

2 guests, Acknowledgment by Emcee

Acknowledgment by Emcee