



THE CENTER FOR  
emerging visual artists™

40  
YEARS  
1983 – 2023

2023 Anniversary  
Year-Long  
Sponsorship Opportunities

# About CFEVA



Pictured: Anna Benjamin, Visual Artist Fellow

For the last four decades, The Center for Emerging Artists , or CFEVA (a registered 501(c)3 organization), has propelled Philadelphia artists into the public realm, enhancing the rich multicultural fabric of our city., across multiple neighborhoods. In 2023, we are celebrating 40 years of work for artists and our art-loving community. Join us this pivotal year as a corporate sponsor and strong regional business who also cares about the arts and how they can impact our everyday lives.

Dedicated to engaging and supporting artists and their audiences, The Center for Emerging Visual Artists' mission has always been to coordinate a strong support system for our region's visual artists; to advance their artistic practice, to promote meaningful relationships between artists and the diverse communities in which they live; and to increase access to the visual arts for all citizens of Greater Philadelphia.

# Partnering with CFEVA as a 40<sup>th</sup> Anniversary Sponsor

**We are Art lovers. Art makers. Creative thinkers and thought leaders who make Philadelphia a great place to live, work, and play. For forty years, CFEVA has been on the cutting edge of what is new and innovative in the visual arts.**

Working with CFEVA in 2023 offers an ideal opportunity to execute your corporate social responsibility initiatives while making a real impact in our city. In the last three years, everyone has experienced the enormous power of art! CFEVA's programming is perfectly-suited to meet your business objectives over the next year! We look forward to working with you to customize a partnership tailored to your business interests, specific client experiences, and community engagement. We would love to work with you!



# Our Programs

- Our individualized two-year **Visual Artist Fellowship** provides artists within a 150-mile radius of Philadelphia a collaborative opportunity to reach new levels in their professional practice.
- The city-wide, free **Philadelphia Open Studio Tours (POST)** provides the public with a rare behind-the-scenes glimpse of visual artists at work in an easy-to-navigate tour of more than 250 creative spaces open in 26 neighborhoods, over two weekends.
- CFEVA's **Custom Exhibitions** are installed in hotels, hospitals, offices, and non-traditional public spaces reaching upwards of 500,000 visitors annually. We also work to curate and install artwork for art-loving, discerning private clients.
- The innovative intergenerational **Senior Partnership Initiative** brings artists together with seniors and students annually, through high-level art workshops, producing work that is then installed in their communities .
- CFEVA provides practical **Career Development** and educational workshops to more 250 artists annually, also providing exhibition and teaching opportunities. Our artist fellowships broaden our reach to more than 1,000 artists in the region.
- Working within transitional housing organizations, our **Hand-in-Hand** program provides at-risk youth with arts education and mentorship by professional artists.



Pictured: Top – NewCourtland Fellowship; Bottom – Visiting Curator Exhibition 2022



## CFEVA 40th Anniversary Sponsorship Opportunities & Benefits

### PRESENTING (TITLE) SPONSOR - \$40,000

#### 7,000+ reach, 12 visibility touchpoints

- Provides significant across the board brand alignment with CFEVA for all our anniversary events, exhibitions and collateral opportunities.
- Website recognition, active Logo & Link
- One private cocktail event hosted in the CFEVA Gallery for up to 40 people
- Up to 20 Company Memberships for CFEVA's Collector's Circle, offering behind-the-scenes artist-focused experiences
  - 2 Tables of 10 at the 40<sup>th</sup> Anniversary 2023 ART PARTY
  - Logo recognition on CFEVA's print materials
  - Verbal acknowledgement at events & exhibitions
  - Customized sponsor message in two event e-blasts
  - Social media featured content/logo all year-long
  - Philadelphia Open Studio Tours (POST) Corporate Sponsorship benefits that include Centerfold ad, large web ad, dedicated links and logo
  - Title Anniversary Sponsor designation on CFEVA's new donor wall in the CFEVA art gallery space

### VISIONARY SPONSOR - \$20,000

#### 7,000 + reach, 10 visibility touchpoints

- Provides substantial across the board brand alignment with CFEVA for all our anniversary events, exhibitions and collateral opportunities
- Website recognition, active Logo & Link
- Up to 10 Company Memberships for CFEVA's Collector's Circle, offering behind-the-scenes artist-focused experiences
- 2 Tables of 8 at the 40<sup>th</sup> Anniversary 2023 ART PARTY
  - Logo recognition on CFEVA's print materials
  - Verbal acknowledgement at events & exhibitions
  - Customized sponsor message in two event e-blasts
  - Social media featured content/logo all year-long
  - Philadelphia Open Studio Tours (POST) Corporate Sponsorship benefits that include 2-page ad, large web ad, dedicated links and logo
  - Title Anniversary Sponsor designation on CFEVA's new donor wall in the CFEVA art gallery space



# CFEVA 40th Anniversary Sponsorship Opportunities & Benefits

**Join us for our 40 Year Celebration in 2023.** All sponsors will receive website and event recognition and placement on our permanent Donor Wall.

## LUMINARY SPONSOR - \$10,000

- Prominent placement in CFEVA's Anniversary collateral, exhibitions and events.
- 4 Company memberships to CFEVA's exclusive Collector's Circle
- 10 VIP tickets to CFEVA ART PARTY and 4 VIP tickets to CFEVA Secret event
- Philadelphia Open Studio Tours (POST) sponsorship, including 1 full page print ad, web ad, and logo placement

## SUSTAINING SPONSOR - \$5,000

- Placement in CFEVA ART PARTY collateral
- 2 Company Memberships in Collector's Circle
- Half-page, full color advertising in Philadelphia Open Studio Tours (POST) print directory and website, with logo placement
- 8 ART PARTY tickets and 2 VIP tickets to CFEVA Secret

## ENTHUSIAST SPONSOR - \$2,500-\$4,999

- Placement in all CFEVA ART PARTY collateral
- 2 Company Memberships to Collector's Circle
- 4 ART PARTY tickets and 4 regular tickets to CFEVA Secret
- Quarter-page, full color advertising in Philadelphia Open Studio Tours (POST) print directory and website, with logo placement

## PATRON SPONSOR - \$1,000-\$2,499

- 4 ART PARTY Tickets
- 2 Individual Collector's Circle Memberships
- Linked Logo Website placement
- Website acknowledgment as Philadelphia Open Studio Tours (POST) Supporter

## ADVOCATE SPONSOR - \$500-\$999

- 2 ART PARTY Tickets
- Linked Logo & Website placement
- Website acknowledgment as Philadelphia Open Studio Tours (POST) Supporter

We are happy to customize a sponsorship package for your company's specific needs.

# Special Event: CFEVA ART PARTY 2023



The 40th Anniversary CFEVA ART PARTY will celebrate, in high style, our dedication to nurturing the artists and experiences that make Philadelphia a dynamic and vibrant artistic city.

Showcase your company's commitment to the arts through ART PARTY. Mingle and network with a very select audience of local art-loving philanthropists, collectors, and enthusiasts. Meet artists from all over the country who have been part of our success story for 40 years. Enhance your existing relationships with Philadelphia's growing creative community. All proceeds from the event benefit CFEVA's career development and community programs and support our critical operating budget. Custom sponsorships are available at every level.

**CFEVA 40th Anniversary Art Party!**

**DATE & LOCATION TBD (Expected June 2023)**

**Center City, Philadelphia**







# Special Event: Philadelphia Open Studio Tours (POST)

Our most public, city-wide activation each Fall, POST pulls back the curtain on our creative community. POST offers art lovers a rare behind-the-scenes opportunity to interact with artists in their studios, free of charge. Great for all ages and everyone who enjoys art at any level, this quintessential Philadelphia-made festival features studio visits, workshops, artist talks, receptions, exhibitions, and more — all through an approachable and easy-to-navigate, self-guided experience.

**POST returns October 2023:**

**East of Broad Street: October 14 & 15**

**West of Broad Street: October 21 & 22**

*250 Artists and Community partners | 45,000+ visits | 20+ unique Philadelphia neighborhoods | 150,000 page views at [www.cfeva.org/philaopenstudios](http://www.cfeva.org/philaopenstudios) | Social media outlets reaching over 1.2 million | Email campaign reaching 35,000 | 850,000 PR impressions | 20,000 POST Maps and Directories distributed*



Pictured Right, Clockwise from Left:  
John Schlesinger, Visual Artist Fellow, and Taji Ra'oof Rahl, POST 2022  
Marianne McGinnis studio, POST 2022  
Emilio Maldonado, Visual Artist Fellow, photographed by Michael Mergen, POST 2019  
Keun Ho Peter Park studio, POST 2022

# Thank you!



Left to Right: CFEVA Board Chair, Maida Milone, CFEVA Executive Director Development & Operations, Amanda Phillips, ART PARTY Honoree Lindsey Scannapieco, ART PARTY Honoree Karen Young, CFEVA Artistic Executive Director, Genevieve Coutroubis

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**PLEASE REACH OUT TO CUSTOMIZE YOUR SPONSORSHIP!**

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**[www.cfeva.org](http://www.cfeva.org)**

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**#SupportPhillyArtists #PhilaCFEVA**