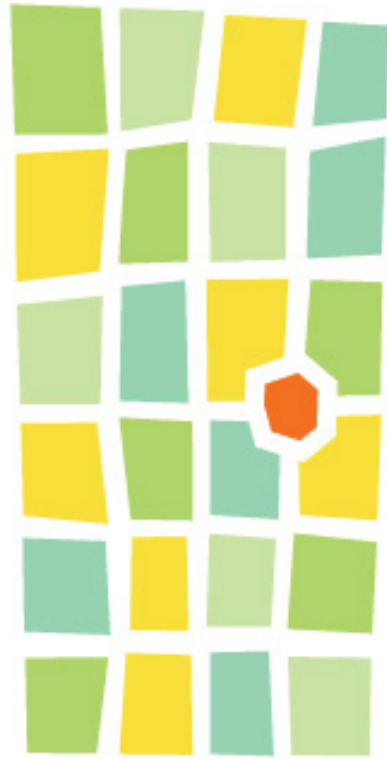


find  
art  
doors



discover art. end homelessness.

# Sponsorship Opportunities

VIRGINIA   
supportive  
housing



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## Join Richmond's Most Interactive Public Art Project Ever!

Businesses and organizations can maximize their reach in Richmond this summer by joining the most visible and interactive public art campaign since Go Fish! in 2000. Painted doors—each a unique work of art—will be installed outdoors at popular sites across the City throughout the summer.

## Support the Quest.

A promotional campaign will encourage locals and visitors of all ages to get outside, explore the City, and Find Art Doors! A mobile-friendly website with GIS capabilities will plot the doors, and maps guiding the quest will be distributed in a variety of locations. Participants can win prizes, too, for posting all 40 doors to Instagram!

**Virginia Supportive Housing** is salvaging 40 doors from one of its apartment buildings for formerly homeless individuals. We've teamed up with **Art on Wheels** to work with popular local artists as well as undiscovered talents throughout Richmond who will design and paint the doors. In October, we'll auction the doors at a fun-filled party at the Power Plant.

## Expand Access to Art While Helping End Homelessness.

Your participation will benefit Virginia Supportive Housing and Art on Wheels, two 501(c)3 non-profit organizations based in Richmond. VSH is the state's first and largest supportive housing agency that delivers a proven solution to ending homelessness. Art on Wheels brings comprehensive arts programming to communities with limited access to the arts.

Each door will share the story of formerly homeless individuals who now have housing, as well as information about the artists who painted them. With your support, this project will enrich our community while addressing critical social needs.



Photo of a door from a similar campaign in Beloit, Wisconsin



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## Sponsorship Opportunities

Although this project is a labor of love for RVA, it's a fundraiser, too. As non-profit organizations, we need to cover our costs AND raise money to support our mission-driven work in the community.

To ensure a fabulous quest experience for participants of all ages, we're investing in GIS website development, advertising, printed maps, signage, art supplies and prizes—not to mention sweat equity from staff and volunteers.

Sponsors of Find Art Doors can gain exposure to the hundreds of thousands of people we expect to reach this summer. We anticipate the campaign will be especially popular among social media users.

## Planned Media

- Kick-off event and regional publicity
- Custom website with GIS that works on all mobile platforms
- Maps in the Visitors Centers and retail locations\*
- Promotional partnership with WTVR/CBS6
- Daily social media posts
- Signage in front of each door
- Cross-promotions with Richmond Regional Tourism and several sponsors and partners
- Mid-summer media boost with daily clues to find a hidden door
- Auction event with VIP Preview in October 2015

**Your Support Will Expand Access to Art  
and Help End Homelessness!**

*\*Pending official print media sponsorship contract.*



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## Levels of Giving

### Title Sponsorship

#### Summer Campaign and Auction Event:

**\$50,000**

- (A) Premier positioning as the presenting sponsor of the summer campaign to include:
- Most prominent sponsor logo positioning on all electronic and print materials
    - Main page of mobile website, FindArtDoorsRVA.org, launching in June
    - Printed maps distributed at visitors centers and community partners
  - Signage accompanying all 40 installed doors
  - Speaking opportunity at the kick-off event/press conference
  - Named as presenting sponsor in all advertising and press releases

- (B) PLUS, title sponsor of the Auction Event to take place in October 2015 at the Power Plant:
- Premier logo positioning on invitation, advertising and website/social media
  - Full page in the auction catalog and event signage
  - Speaking opportunity at the VIP Auction Preview
  - 20 tickets: 10 for the VIP Auction Preview and 10 to the Auction Party

#### Title Sponsorship A-La-Carte:

**\$25,000**

- (A) Title Sponsorship for the Find Art Doors summer campaign but not for the Auction Party, with all benefits listed in A above plus 10 tickets
- OR

- (B) Title sponsorship for the Auction Party but not for the Find Art Doors campaign, with benefits listed in B above and 10 tickets.

#### “Find the Hidden Door” Sponsor:

**\$10,000**

A week-long push to boost the campaign in mid-July will give daily clues to find a hidden door. The first person to find the door wins a prize. The sponsor will be identified as the Hidden Door Presenting Sponsor in all special promotions that week, including:

- Daily clues announced on WTVR and online
- Find Art Doors website and social media
- Prize presentation, photo opportunity and press release

*The Hidden Door sponsor will also receive 8 tickets to the VIP Auction Preview and Party.*



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## Rembrandt Sponsorships:

\$5,000

Sponsors will have logos on the first tier of all campaign materials including:

- FindArtDoorsRVA.org mobile website
- Printed maps distributed at visitors centers and community partners
- Exclusive signage at one door; plus
- 6 tickets to the VIP Preview and Auction Party

## Picasso Sponsorships:

\$2,500

Sponsors will have logos on the second tier of major campaign materials:

- FindArtDoorsRVA.org mobile website
- Printed maps distributed at visitors centers and community partners; plus
- 4 tickets to the VIP Preview and Auction Party

## Warhol Sponsorships:

\$1,000

Sponsors will have listings in the major campaign materials:

- FindArtDoorsRVA.org mobile website
- Printed maps distributed at visitors centers and community partners; plus
- 2 tickets to the VIP Preview and Auction event

## Patrons:

\$500

Patrons receive:

- Listing on the FindArtDoorsRVA.org website
- 2 tickets to the VIP Preview and Auction Party

## In-Kind Sponsorships:

In-kind sponsors will receive sponsor benefits and recognition equivalent to the value of their donation.

Goods and services needed include:

- Prizes for Instagram contest and the Hidden Door contest
- Supplies and materials to paint and weather-proof the doors
- Publicity and advertising
- Materials, transportation and installation of doors
- Structural engineering of door frames
- Catering/event services



For more information:

Contact **Andrea Butler**,

804-836-1051

[abutler@virginiassupportivehousing.org](mailto:abutler@virginiassupportivehousing.org)



## Sponsorship Commitment Form

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**Thank you for choosing to support Find Art Doors!** Please indicate your preferred sponsorship level:

- |  |   |
|--|---|
| <input type="checkbox"/> Title Sponsorship for Campaign + Auction Party - \$50,000*  | <input type="checkbox"/> Title Sponsorship for Campaign - \$25,000* |
| <input type="checkbox"/> Title Sponsorship for Party - \$25,000*   | <input type="checkbox"/> Hidden Door Presenting Sponsor - \$10,000* |
| <input type="checkbox"/> Rembrandt - \$5,000*  | <input type="checkbox"/> Picasso - \$2,500*                         |
| <input type="checkbox"/> Warhol - \$1,000  | <input type="checkbox"/> Patron - \$500                             |
| <input type="checkbox"/> Gifts in Kind - Please contact Andrea Butler to discuss your proposed gift:<br>804-836-1051 or <a href="mailto:abutler@virginiasupportivehousing.org">abutler@virginiasupportivehousing.org</a> |   |

**Sponsor's Name/Organization (as it should appear in promotional materials):**

**Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

Virginia Supportive Housing is the fiscal agent for Find Art Doors under a revenue-sharing agreement with Art on Wheels. VSH's tax ID is 54-1444564. All checks should be made to Virginia Supportive Housing and mailed to:

Virginia Supportive Housing  
Attn: Andrea Butler  
P.O. Box 8585  
Richmond, VA 23226

Sponsorships of \$500, \$1,000 and \$2,500 may be made via credit card:

- Visa  AMEX  Discover  Mastercard

Name as it appears on Card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Address (if different from above): \_\_\_\_\_

Payment questions? Please contact Crystal Stovall at [cstovall@virginiasupportivehousing.org](mailto:cstovall@virginiasupportivehousing.org) or 804-788-6825.  
*Please note: Sponsorship payments are not eligible for Neighborhood Assistance Program tax credits.*

\*Sponsors of \$2,500 and above, please email your logo in .jpg and .eps formats to Katelyn Heindel at [kheindel@virginiasupportivehousing.org](mailto:kheindel@virginiasupportivehousing.org) by May 22, 2015 to ensure clear reproduction and representation.

All campaign sponsors will be invited to the kick-off event.

Actual tickets will not be issued for the Auction Party in October; Virginia Supportive Housing will maintain a guest list. We will provide invitations to sponsors to give to guests in September.

**Thank you for joining Find Art Doors!**