



Alex Young, 2021
*'Monument to
the Common
Barberry'*

FRANCONIA

2022 Business Sponsorship



ABOUT FRANCONIA

Franconia Sculpture Park is the preeminent, artist-centered sculpture park in the Midwest. Founded in 1996, **the mission of Franconia Sculpture Park is to foster an inclusive community to create and contemplate contemporary art inspired by nature and our ever-evolving world.**

Located in the scenic St. Croix River Valley of Minnesota just 45 miles from the Twin Cities on the ancestral lands of the Wahpekute, Franconia operates a 50-acre outdoor museum, serving as a backdrop to robust public programs and expansive educational initiatives for youth and adults, serving nearly **200,000 diverse annual visitors.**

Our core program is our world-renowned Artist Residency Program. Franconia believes in positive representation by artists of color in rural Minnesota, and providing opportunities to artists traditionally underserved in our nation's cultural institutions--particularly QTPOC+ artists. We believe that art fosters empathy; each year we invite diverse artists from across the globe to rural Minnesota to create the nearly 100 works currently on display, providing singular opportunities to connect artists with audiences.

AS A CRUCIAL MEMBER OF THE CREATIVE COMMUNITY IN THE REGION, FRANCONIA SCULPTURE PARK BELIEVES THAT ART, NATURE AND COMMUNITY CONNECT ALL OF US.



Scouts BSA Troop 131
Osceola, Wisconsin, 2020
'Untitled Assemblage'

WHY INCLUDE FRANCONIA SPONSORSHIP IN YOUR MARKETING MIX?

Gain exposure for your business by becoming a sponsor of Franconia Sculpture Park and take advantage of this engaging lineup of public programs. Our marketing efforts **reach thousands of households annually**, drawing nearly 200,000 people of all interests and backgrounds from Minnesota, Wisconsin, and beyond.

Sponsorship is a powerful way to **engage your customers.** Advertising your company through our sponsorship program provides brand access to a space outside the reach of your regular marketing channels and creates unique touchpoint opportunities to **increase brand awareness**; while at the same time creating an association with our **shared values.**

Sustain a positive brand by supporting art and cultural programming. Every company strives to maintain a positive brand image, respected identity, and favorable public opinion. Becoming a sponsor of Franconia Sculpture Park means our positive image and identity benefit you.

- ▶ Email newsletter to Franconia's 9,000+ subscribers and members
- ▶ Social media marketing to over 32,000 followers and fans on Facebook, Twitter and Instagram
- ▶ Thousands of postcards and posters distributed across the St. Croix River Valley, Twin Cities metro, and much of Minnesota and Western Wisconsin
- ▶ Brand representation during our most popular public programs like Music @ Franconia (audience reach of over 6,000 visitors)

FILM @ FRANCONIA 2021
This monthly summer film series features free outdoor films at Franconia, highlighting the best in art films, past and present.

Parking is \$5/car | Snacks and drinks available for purchase | All films start promptly at 9pm
During the COVID-19 pandemic, Franconia will ensure safe social distancing at all events and requests that patrons wear masks.

SATURDAY, JUNE 5
The Holy Mountain (1973)
1 hour 54 minutes

SATURDAY, JULY 17: DOUBLE FEATURE
The Last Angel of History (1996), 45 minutes
Black is the Color (2017), 52 minutes

SATURDAY, AUGUST 7
Warrior Women (2018), 1 hour 5 minutes
Follow-up Q&A with Madonna Thunder Hawk and Director Elizabeth Castle on Sunday, August 8 at 7pm CST.

SATURDAY, SEPTEMBER 11
Franconia 5 Minute Film Fest
Open for submissions from artists in Minnesota and Wisconsin working in video art, film, documentary, animation, or experimental media.
\$5 submission and cash prizes:
\$500 First Place
\$250 Second Place
\$100 Third Place
For more information to to submit, please visit: www.franconia.org/events/programs/film-at-franconia
Submission deadline August 1, 2021.

SATURDAY, OCTOBER 23
Nosferatu (1922)
1 hour 34 minutes
With Live Musical Score by Dreamland Faces

PLEASE SAVE THE DATES FOR Film @ Franconia FRIGHT FEST EDITION
Fright Fest Films screen at 7pm in Franconia Commons
Saturday, October 2
Texas Chainsaw Massacre (original)
Saturday, October 9
Midsommer
Saturday, October 16
Lair of the White Worm

Thank you to our 2021 Business Sponsors!

This program is made possible by the voters of Minnesota through a grant from the East Central Regional Arts Council, thanks to a legislative appropriation from the arts and cultural heritage fund.

2021 St. Croix Trail, Shelter, MN 55014
www.franconia.org | info@franconia.org

RECOGNITION IN OUR PUBLICATIONS, PROGRAMS, AND WEBSITE

INVITATIONS TO PROGRAMS AND DISCUSSIONS

INVITATIONS TO EXCLUSIVE EVENTS

85% of Minnesotans believe that arts and cultural activities make Minnesota an attractive place to live and work. Visitors cite Franconia's location, diversity of programs, safe space for all people, and family-friendly atmosphere as primary factors for attending our vibrant cultural programs.

Sample of Brand Representation for 2021 Film @ Franconia

2022 PUBLIC PROGRAMS

LAND ART AND TEMPORALITY | 4GROUND BIENNIAL

For our 26th year, Franconia Sculpture Park is celebrating the symbiotic relationship between art and nature throughout 2022. Franconia encourages our artists and audiences to explore the rural and natural landscape, collaborate with nature, and take an in-depth look at critical environmental issues affecting our communities through indigenous history and storytelling.

This summer we are gearing up to launch **4Ground: Midwest Land Art Biennial**, taking place June through August. Franconia is organizing dozens of site-specific installations and performances throughout the summer not just at Franconia, but across the entire Upper Midwest. Presented and planned in collaboration with tribal organizations and nonprofit art and environmental groups, **4Ground** is designed to uplift and boost tourism to rural and indigenous communities through suggested road trips to experience contemporary, site-specific land art. More than **669,000 individuals** are projected to participate in the inaugural **4Ground** across the Midwest. For more information, visit 4GroundBiennial.org.

FRANCONIA COMMONS

EXHIBITIONS @ MARDAG GALLERY

April - July Brett Douglas Hunter

July - September Bryan Zanisnik

September - December Interact Center for the Visual and Performing Arts

EDUCATION

FREE WEEKLY TOURS

Free tours are offered every Sunday, May through October.

ART & FARMERS MARKET

Held on the first Sunday of the month, May through October. This year's markets will include free educational programming following each event, featuring topics like beekeeping, mycology, and foraging.

DIGITAL 'DINNER & DISCUSSION' LECTURES

Offered on Tuesdays from 6 pm to 7 pm via Facebook Live. Franconia's longstanding 'Dinner & Discussion' lecture series invites the community to engage with visiting artists in a fun and informal setting.

FREE! OPEN ARTMAKING STUDIOS

On Saturdays, from 2 pm to 4 pm, April 16th through June 18th, visit the Driscoll Education Center in Franconia Commons to create your own artwork inspired by 2022 Visiting Artist Brett Douglas Hunter.

YOUTH SUMMER CAMPS @ FRANCONIA

Franconia Sculpture Park hosts three weeks of summer camps for kids focused on sculpture and installation art. Students create artwork inspired by Franconia's Artists-in-Residence, develop critical thinking skills, and explore new materials.



FRANCONIA AMPHITHEATRE

FILM @ FRANCONIA

Monthly, May through September. Our summer film series features free outdoor films at Franconia, highlighting the best in art films, past and present.

MUSIC @ FRANCONIA

Occurs Monthly, May through September. Franconia's longstanding Music @ Franconia outdoor summer concerts highlight the best in local, national, and international music.

PERFORMANCE @ FRANCONIA

Ranging from experimental performance art to Shakespeare.

FALL & WINTER PROGRAMS

26TH ANNUAL ART & ARTISTS CELEBRATION

September 24th. This year's event celebrates the completion of 30 new sculptures and the culmination of a successful year highlighting Land Art & Temporality. Includes a special musical performance by world-renowned Mexican Institute of Sound.

FRANC 'N' STEIN OCTOBERFEST

October 15th. This year's event will feature trick or treating throughout the park, costume contests, live music, food trucks, bonfires, and a Rocky Horror Picture Show sing-along!

WHY WE REMEMBER: MEMORIALIZING THE ONES WE LOST WITH MEMORIALIZE THE MOVEMENT

October 29th. This participatory Dia de los Muertos exhibition explores the collective and historic significance of memorialization for Black and Mexican communities.

FRANCONIA FROST FEST HOLIDAY MARKET

December 3rd. Annual holiday market and bazaar where unique gifts can be purchased by local artisans and vendors.

FRANCONIA OPEN ICE RINK

January through February. Free and open to the public.

AUDIENCE REACH

In 2021, Franconia was able to serve a growing audience of **175,172** in-person visitors, including **43,793** youth, and **139,238** online viewers who engaged with our online tours and lectures.

EVENT MARKETING

Film @ Franconia: **642**
Music @ Franconia: **6,074**
Franc 'n' Stein Oktoberfest: **4,936**
Art & Artist Celebration: **1,480**
Art & Farmers Market: **12,064**

Take advantage of Franconia's public programs! Events are a great way to get customers and prospects to discover you. By becoming a sponsor, you give people the opportunity to interact with your brand. For a B2C company like breweries or snack companies, consider sponsoring Music @ Franconia or Film @ Franconia and providing samples of your product sold during the event. It's a win-win; our visitors discover your brand and how much they love your product, and Franconia generates a little revenue that makes the art happen.

COMMUNITY

Consumers like to see that businesses care about them and are willing to give back to the community in which they are located. This year, we are providing each sponsor with a decal for you to display stating "I'm a proud sponsor of Franconia Sculpture Park."

FRANCONIA SPONSORSHIP SPONSORSHIP OPTIONS & BENEFITS

Sponsorship opportunities fit all marketing goals and budgets. Franconia welcomes cash donations, in-kind goods or services, or a combination of both and is pleased to work with you to personalize your sponsorship package.

IRON {\$250 - \$499}

- Invitations to all Franconia events and programs
- Linked company logo on the Franconia website: <https://www.franconia.org/give/our-sponsors/>
- Logo on event collateral distributed to over 200 locations
- Company name featured on the Donor Wall in the Franconia Commons building, providing visibility to over 175,000 annual visitors
- Inclusion in social media marketing to Franconia's 32,000 Facebook, Twitter, and Instagram followers
- Promote one special offer to 400+ Franconia Members & Donors

COPPER {\$500 - \$999}

- ▶ All the benefits of an **IRON SPONSOR**, plus:
 - Invitations to Members-only events throughout the year
 - Gift Franconia **FRIEND** Memberships to 75 employees
 - Free parking for all paid events at Franconia

BRONZE {\$1,000 - \$2,499}

- ▶ All the benefits of an **COPPER SPONSOR**, plus:
 - Invitations to sponsor cocktail mixer
 - Walking tour with Chief Curator for up to 10 guests
 - Opportunity to host a day of service at Franconia

GOLD {\$2500 - \$4,999}

- ▶ All the benefits of an **BRONZE SPONSOR**, plus:
 - One dedicated email to Franconia contacts showcasing support and/or special promotion
 - Two invitations to Donor Appreciation events

PLATINUM {\$5,000 +}

- ▶ All the benefits of an **GOLD SPONSOR**, plus:
 - Sponsorship naming opportunity for one sculpture for one year
 - Opportunity to host one private event for 50 people at Franconia
 - **Your company will be featured as a sponsor of all 2022 programs**

Questions? jessica@franconia.org or (651) 257-6668

4GROUND BIENNIAL SPONSORSHIP SPONSORSHIP OPTIONS & BENEFITS

By sponsoring **4Ground: Midwest Land Art Biennial** at the ground level, you will experience increased visibility and reach new prospective customers. Further, your contribution demonstrates your commitment to the arts, to cultural programming in our region, and to organizations that help drive a thriving local economy.

FRIEND { \$1,000 - \$4,999 }

- Invitations to Members-Only weekends at select **4Ground** venues
- Franconia "Friend" membership for up to 50 employees
- 10% discount at select Host Site Gift Shops

BENEFACTOR { \$5,000 - \$9,999 }

- ▶ All the benefits of a **FRIEND**, plus:
 - Linked company logo on the **4Ground Biennial** website and the websites of all 25 Host Sites, viewed by a collective audience of over 4 million online viewers
 - Linked logo in event email announcements to **4Ground** email list of over 8,000 subscribers
 - Logo and approved credit language on 25,000 printed exhibition catalogues distributed at more than 30 different locations in the Upper Midwest
 - Company name featured on the Donor Wall at Franconia Commons building, providing additional visibility to 175,000 annual visitors
 - Inclusion in social media marketing to over 30,000 patrons

MAJOR BENEFACTOR { \$10,000 - \$24,999 }

- ▶ All the benefits of a **BENEFACTOR**, plus:
 - Invitations to all **4Ground: Midwest Land Art Biennial** Previews and VIP Events, invitation to official **4Ground** Launch cocktail mixer for sponsors at Franconia on June 4, 2022, private champagne tour with **4Ground** curator and artists along St. Croix Valley to visit select sites on July 23, 2022
 - Opportunity to host a "Day of Service" during **4Ground**, tailored around an environmental issue of concern to your organization
 - One dedicated email to **4Ground** email list showcasing support and/or special promotion as a unique opportunity to tell your story and share your community impact
 - Two invitations to Annual Major Donor Dinner at Franconia Sculpture Park

CORPORATE PARTNER { \$25,000 + }

- ▶ All the benefits of a **MAJOR BENEFACTOR**, plus:
 - Artwork naming opportunity for one installation during **4Ground: Midwest Land Art Biennial**
 - Opportunity to host one private event for 50 people at a **4Ground** site of your choice

The first 40 individual supporters will be part of the **4Ground 40**. Select **4Ground 40** membership benefits include:

- Recognition in our publications, programs and website
- Invitation to all panels and discussions (in person and virtual)
- Invitation to exclusive events with the curatorial team and artists (virtual and in person)
- Invitation for two to the exclusive **4Ground: Midwest Land Art Biennial** Preview and Launch Party on June 4, 2022

Questions? ginger@franconia.org or (651) 257-6668





2022 BUSINESS SPONSORSHIP FORM



Brett Douglas Hunter, 2019 'Untitled Creature'

SELECT YOUR SPONSORSHIP LEVEL



Franconia's sponsorships are highly-customizable, providing many opportunities to build brand awareness, engage new and existing clients, and have a meaningful impact on arts and culture.

Questions? jessica@franconia.org or (651) 257-6668



FRANCONIA SPONSORSHIP

- IRON {\$250 - \$499}
- COPPER {\$500 - \$999}
- BRONZE {\$1,000 - \$2,499}
- GOLD {\$2,500 - \$4,999}
- PLATINUM {\$5,000 +}

4GROUND BIENNIAL

- FRIEND {\$1,000 - \$4,999}
- BENEFACTOR {\$5,000 - \$9,999}
- MAJOR BENEFACTOR {\$10,000 - \$24,999}
- CORPORATE PARTNER {\$25,000 +}

Business Name _____

Contact Name & Title _____

Website _____

Email _____

Phone _____

_____ I've enclosed a check made payable to Franconia Sculpture Park.

_____ Please charge \$ _____ to my credit card.

_____ I've sent \$ _____ to your Venmo account.

Card Number _____ MM/YY _____ CVC _____

Billing Address _____

Name as it appears on the card _____

Signature _____