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.

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)

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.
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.
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

BENEFACOR ($5,000 - $9,999)
- 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 a 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

BENEFACOR ( $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 BENEFACOR ( $10,000 - $24,999 )
- All the benefits of a BENEFACOR, 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 BENEFACOR, 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

In 2021, Franconia was able to serve a growing audience of 175,172 in-person visitors, including 43,793 youth, and 139,323 online viewers who engaged with our online tours and lectures.
## 2022 BUSINESS SPONSORSHIP FORM

### 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

<table>
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<tr>
<th>Sponsorship Level</th>
<th>Amount Range</th>
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<td>Major Benefactor</td>
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<td>Corporate Partner</td>
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**FRANCONIA SPONSORSHIP**

- **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.

**4GROUND BIENNIAL**

- **Card Number**

- **MM/YY**

- **CVC**

- **Billing Address**

- **Name as it appears on the card**

- **Signature**

Mail completed form to: Franconia Sculpture Park, 29836 St. Croix Trail Shafer, MN 55074