

FRANCONIA

2023 Business Sponsorship



Photo by Bardo's Photography
Sculpture by Bruna D'Alessandro



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.

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 more than **150,000 yearly 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.

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 our engaging lineup of public programs. Our marketing efforts reach thousands of households annually, drawing **more than 150,000 people** of all interests and backgrounds from Minnesota, Wisconsin, and beyond.

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.

BENEFITS OF FRANCONIA BUSINESS SPONSORSHIP

- ▶ Invitations to programs, discussions, and exclusive donor events
- ▶ Recognition in our publications, programs, website, and in the Franconia Commons
- ▶ Brand representation during our most popular public programs like Music @ Franconia (audience reach of over 4,000 visitors)
- ▶ **Your business highlighted in:**
 - Monthly newsletters to Franconia's **9,000 + subscribers and members**
 - Social media marketing to over **32,000 followers** and fans on Facebook and Instagram
 - **Thousands of postcards and posters** distributed across the St. Croix River Valley and the Twin Cities metro.

FILM @ FRANCONIA 2022

Franconia's monthly summer film series highlights the best in art films, past and present. All films take place outside in Franconia's amphitheatre and will be moved inside in case of inclement weather. The 2022 series underscores our annual curatorial theme of "Land Art & Temporality" in celebration of the 4Ground: Midwest Land Art Biennial.

ALL FILMS BEGIN AT 9PM | \$5 PARKING/CAR BEVERAGES & SNACKS FOR SALE

JUNE 25, 2022
Screening of short environmental films by local filmmakers and the Minnesota premiere

Landspun: Ice, Ben Lundquist (Menticele, MN), 4:59

Run Dry: Trying to Survive, Kristine Diakman (Ephraim, WI), 7:17

Turkeys in the Cemetery, Alex Cheng (Rochester, MN), 2:13

Salix, Torey Erin (Minneapolis, MN), 5:00

INHABITANTS

Inhabitants: Indigenous Perspectives on Restoring Our World, 76:00

AUGUST 13, 2022 | Last and First Men

2020 Icelandic science fiction film directed by Johann Johannsson in his posthumous feature film directorial debut. Two billion years in the future, humanity finds itself on the verge of extinction. Almost all that is left in the world are lone and surreal monuments, beaming their message into the wilderness.

THROUGH THE REPELLENT FENCE

A Love Art Film

Follow an collective Postcommunty as they strive to construct "Repellent Fence," a two-mile long outdoor artwork that straddles the US/Mexico border.

SEPTEMBER 3, 2022
FRANCONIA'S 5 MINUTE FILM FEST

Open to 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 and to submit:
www.franconia.org/filmfest@franconia.org
Submission deadline: August 1, 2022

THANKS TO OUR SPONSORS!

FRANCONIA sculpture park
29836 St. Croix Trail, Shafer, MN, 55074
www.franconia.org | info@franconia.org
651-257-6668 | @franconiann

This activity is made possible through the support of voters of Minnesota through a grant from the East Central Regional Arts Council, Inc. and the appropriation from the arts and cultural heritage fund.

Sample of Brand Representation for 2022 Film @ Franconia

2023 PUBLIC PROGRAMMING

Art & Farmers Markets

Held on the first Sunday of the month, May through October. This year's June 4 market will feature a performance and dance lesson from Salsa Del Soul.

Multi-Generational Art Classes

In 2023, Franconia is offering six all-ages art classes including in woodblock printmaking, kitemaking, natural ink watercolors, etac. These classes are held on Saturdays in the Driscoll Education Center from 1pm-4pm and cost \$30 each.

Youth Summer Camps

Franconia Sculpture Park hosts three weeks of art and ecology-based summer camps for kids 8-13. Students create artwork inspired by Franconia's Artists- in-Residence, develop critical thinking skills, and explore new materials.

Earth Day Community Cleanup

Saturday, April 22

This year, to celebrate Earth Day, Franconia Sculpture Park is hosting a volunteer event featuring a variety of activities for all skill sets.

Film @ Franconia

Screened at Franconia's outdoor amphitheater as the sun sets over the park, this year's lineup features cult classics as well as short films from Midwest artists.

June 3, 2023 - *The Dark Crystal*

July 8, 2023 - *The Shining*

September 2, 2023 - Franconia 5 Minute Film Fest

Music @ Franconia

Part of a longstanding tradition, Franconia hosts fun and free summer music events for audiences of all ages.

Sunday, June 4, 2pm-3pm

Music and dance lesson by Salsa Del Soul, after the Art & Farmers Market

Saturday, July 1 from 1pm-5pm

Music by *Sawyer's Dream, Pit Stop, and Dead Horses*

August 12, 1pm-5pm

Music by *Keep for Cheap, Papa Mbye, and Early Eyes*

September 23, 6pm

Music by *Dua Saleh* at the 27th Annual Art & Artists Celebration



Grammy Award-Winning
Mexican Institute of Sound in
the Franconia Amphitheater
September 23, 2022



Halloween hayride at the 2022 Franc 'N' Stein Oktoberfest Celebration

Midsummer Performance Art Festival & Night Sky Viewing

Saturday, June 17

This one day art event will feature performances that are tied to the land and the Swedish history of the region. As well as free hands-on artmaking linked to art and nature.

Shakespeare Performance by the Classical Actors Ensemble

Thursday, June 29

27th Annual Art & Artists Celebration

Saturday, September 23

This year's event celebrates the completion of new sculptures and the culmination of a successful year highlighting Public Art and Public Health. Includes a special musical performance by talented musician, poet, actor, and activist **Dua Saleh**.

Franco 'N' Stein Oktoberfest

Saturday, October 15th

This year's event will feature hayrides, costume contests, polka music, and more!

Franconia Frost Fest Holiday Market

Saturday, December 3

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

Exhibitions

Exhibitions occur in the Mardag Gallery in the Franconia Commons.

January-April

April-June

July-September

September-December

Maggie Thompson

Sook Jin Jo

Rotem Tamir

Emerging Curators

Institute with

Alondra Garza

Virtual 'Dinner & Discussion' Lectures

These virtual lectures with featured artists occur on Facebook Live. Franconia's longstanding 'Dinner & Discussion' lecture series invites the community to engage with visiting artists in a fun and informal setting.



AUDIENCE REACH

In 2022, Franconia was able to serve a growing audience of **155,044 in-person visitors** and **189,058 online viewers** who engaged with our online tours and lectures.

2022 Event Attendance

Film @ Franconia: 1,172

Music @ Franconia: 4,666

Franc 'n' Stein Oktoberfest: 2,208

Art & Artists Celebration: 1,480

Art & Farmers Market: 8,852

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.

We want to point visitors to **YOUR** business as a reliable partner in the St. Croix River Valley!

FRANCONIA 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: 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 150,000 annual visitors
- Inclusion in social media marketing to Franconia's 30,000+ Facebook 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:

- 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 2023 programs

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