FRANCONIA
2023 Business Sponsorship

Photo by Bardo's Photography
Sculpture by Bruna D'Alessandro
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.
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, etc. 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
**Exhibitions**
Exhibitions occur in the Mardag Gallery in the Franconia Commons.

- **January-April**
  - Maggie Thompson

- **April-June**
  - Sook Jin Jo

- **July-September**
  - Rotem Tamir

- **September-December**
  - 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.

**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**.

**Franc ‘N’ Stein Octoberfest**
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.
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 Octoberfest:** 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!**
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