

SUPPORT THE ARTS

SPONSORSHIP + ADVERTISING OPPORTUNITIES



PAUL J. SCHUPF ART CENTER
93 Main Street, Waterville, Maine 04901
207.873.7000 watervillecreates.org



INVEST IN THE ARTS

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Waterville Creates is committed to building a thriving, connected, and equitable community where all people enjoy transformative experiences in the arts. We connect and work with creatives, arts and culture organizations, and other strategic partners to energize and enrich our community through the arts.

If your business would like to invest in the arts and cultural programming of Waterville Creates and receive high-profile exposure to tens of thousands of patrons each year, we would love to discuss sponsorship opportunities with you.

CONTACT

Jordyn Woodard

Marketing + Sponsorship Coordinator

ADS@WATERVILLECREATES.ORG





WHAT WE DO

Arts Dispatch	Free, quarterly printed magazine, circulation 24,000/year
Arts Spotlight	Weekly Waterville Creates e-newsletter
Community Events + Programs	Art in the Park (summer), Joy to the Ville (winter), Art Rocks! (summer)
Youth Arts Access Fund	A dedicated fund to support free admission to all WC and entity events for youth ages 18 and under. To date, the fund has been used 8,000 times for a value of over \$250,000 for free arts experiences.
Waterville Rocks	A free summer concert series (4x) outdoors at Head of Falls
Made: Maine Makers at Ticonic Gallery	Ticonic Gallery is transformed into a marketplace for 5+ weeks
Maine International Film Festival (MIFF)	10-day annual film festival featuring nearly 100 films from all over the world
Waterville Opera House	Four theatrical productions per year at the Waterville Opera House
Maine Film Center	Showing first-run screenings of contemporary, independent, and classic films, all year long
Ticonic Gallery + Studios	Four to five gallery exhibitions per year in Ticonic Gallery



ANNUAL ARTS SPONSORSHIP PACKAGES

BENEFACTOR

\$25,000

GOLD PROMOTIONAL SPONSOR

- Logo in weekly Arts Spotlight e-newsletter
- Full page ad in *Arts Dispatch* (24,000 copies per year)
- Logo on Waterville Creates website

MAJOR SPONSOR

Choose two community events from the list below. Benefits include:

- Inclusion in paid advertisements and press releases
- Logo on all event print collateral
- Social media promotion

MAJOR SEASON SPONSOR

Benefits include:

- Logo on all print collateral, ads, and website
- Acknowledgment in curtain speech at every event and on display in Opera House lobby
- Ad in weekly e-newsletter
- 10% employee discount

GOLD CINEMA SPONSOR

Benefits include:

- Slide in pre-screening slideshow before all regular cinema screenings
- 30 tickets good for any regular cinema screening

MAINE INTERNATIONAL FILM FESTIVAL VENUE SPONSOR

- Logo and link on website
- Full-page ad in program guide
- Daily acknowledgment at festival
- Tickets and passes to festival included
- Digital on-screen advertising

GALLERY SPONSOR

Benefits include:

- Logo on all print collateral and website for year-round gallery exhibitions
- Recognition at exhibition openings
- Social media promotion

AMBASSADOR

\$15,000

SILVER PROMOTIONAL SPONSOR

- Logo in weekly Arts Spotlight e-newsletter
- Half page ad in *Arts Dispatch* (24,000 copies per year)
- Logo on Waterville Creates website

SUPPORTING SPONSOR

Choose one community events from the list below. Benefits include:

- Logo on all event print collateral
- Social media promotion

SEASON SPONSOR

Benefits include:

- Logo on all print collateral, ads, and website
- Acknowledgment on display in Opera House lobby
- 10% employee discount

SILVER CINEMA SPONSOR

Benefits include:

- Slide in pre-screening slideshow before all regular cinema screenings
- 16 tickets good for any regular cinema screening

MAINE INTERNATIONAL FILM FESTIVAL EVENT SPONSOR

- Logo and link on website
- Half-page ad in program guide
- Acknowledgment at festival on day of sponsorship
- Tickets and passes to festival included
- Digital on-screen advertising

EXHIBITION SPONSOR

Choose one show from the exhibitions calendar. Benefits include:

- Logo on all print collateral and website
- Recognition at exhibition opening
- Social media promotion

ADVOCATE

\$5,000

BRONZE PROMOTIONAL SPONSOR

- Logo in weekly Arts Spotlight e-newsletter
- Quarter page ad in *Arts Dispatch* (24,000 copies per year)
- Logo on Waterville Creates website

SUPPORTING SPONSOR

Choose one community event from the list below. Benefits include:

- Logo on all event print collateral
- Social media promotion

SHOW SPONSOR

Choose one show from the current season's musicals and plays. Benefits include:

- 20 complimentary tickets
- Full-page ad in the show playbill
- Logo on poster and website
- Recognition in radio and print ads, on social media event page, and in pre-show speech

BRONZE CINEMA SPONSOR

Benefits include:

- Slide in pre-screening slideshow before all regular cinema screenings
- 8 tickets good for any regular cinema screening

MAINE INTERNATIONAL FILM FESTIVAL SUPPORTING SPONSOR

- Logo and link on website
- Quarter-page ad in program guide
- Tickets and passes to festival included

EXHIBITION SPONSOR

Choose one show from the exhibitions calendar. Benefits include:

- Logo on all print collateral and website
- Recognition at exhibition opening
- Social media promotion

Events include:
• Art in the Park
• Joy to the Ville
• Waterville Rocks

CONTACT

Jordyn Woodard, Marketing + Sponsorship Coordinator

ADS@WATERVILLECREATES.ORG



WATERVILLE CREATES

93 Main Street, Waterville, Maine 04901
207.873.7000 | watervillecreates.org

Supporting Waterville Creates as a Benefactor ensures transformative arts experiences for all.

WATERVILLE CREATES

Arts Dispatch	Full Page Ad
Arts Spotlight	Logo
watervillecreates.org	Logo

COMMUNITY EVENTS

Both Art in the Park + Joy to the Ville

Press Releases + Ads	Logo
Print Collateral	Logo
Social Media	Logo

WATERVILLE OPERA HOUSE

Print Collateral + Ads	Logo
operahouse.org	Logo
Lobby Display	Acknowledgment
Curtain Speech	Acknowledgment
E-newsletter, Weekly	Ad
Employee Discount	10% off

MAINE FILM CENTER

Cinema Screenings	Pre-Film Screen Ad
Tickets	30 tickets

MAINE INTERNATIONAL FILM FESTIVAL

MIFF Program Guide	Full Page Ad
miff.org	Logo + Link
Screenings	Daily Acknowledgment + Ad
E-newsletter, Weekly	Ad
Passes + Tickets	Included

TICONIC GALLERY EXHIBITIONS

Print Collateral	Logo
ticonic.org	Logo
Social Media	Logo
Openings	Recognition

CONTACT

Jordyn Woodard, Marketing + Sponsorship Coordinator
ADS@WATERVILLECREATES.ORG



WATERVILLE CREATES

93 Main Street, Waterville, Maine 04901
207.873.7000 | watervillecreates.org

Ambassadors of Waterville Creates support the programs and events that bring our community together.

WATERVILLE CREATES

Arts Dispatch	Half Page Ad
Arts Spotlight	Logo
watervillecreates.org	Logo

COMMUNITY EVENTS

Choose one: Art in the Park, Joy to the Ville

Press Releases + Ads	Logo
Print Collateral	Logo
Social Media	Logo

WATERVILLE OPERA HOUSE

Print Collateral + Ads	Logo
operahouse.org	Logo
Lobby Display	Acknowledgment
Employee Discount	10% off

MAINE FILM CENTER

Cinema Screenings	Pre-Film Screen Ad
Tickets	16 tickets

MAINE INTERNATIONAL FILM FESTIVAL

Choose one festival day to sponsor

MIFF Program Guide	Half Page Ad
miff.org	Logo + Link
Screenings	Acknowledgment + Ad
Passes + Tickets	Included

TICONIC GALLERY EXHIBITIONS

Choose one show from the exhibition calendar

Print Collateral	Logo
ticonic.org	Logo
Social Media	Logo
Openings	Recognition

CONTACT

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ADS@WATERVILLECREATES.ORG



WATERVILLE CREATES

93 Main Street, Waterville, Maine 04901
207.873.7000 | watervillecreates.org

Waterville Creates Advocates are supporting the future of arts in our community.

WATERVILLE CREATES

Arts Dispatch	Quarter Page Ad
Arts Spotlight	Logo
watervillecreates.org	Logo

COMMUNITY EVENTS

Choose one: Art in the Park, Joy to the Ville

Print Collateral	Logo
Social Media	Logo

WATERVILLE OPERA HOUSE

Choose one show from the season's musicals + plays

Playbill	Full Page Ad
operahouse.org	Logo
Print Collateral	Logo
Radio + Print Ads, Social Media	Recognition
Pre-show Speech	Recognition
Tickets	20 Tickets

MAINE FILM CENTER

Cinema Screenings	Pre-Film Screen Ad
Tickets	8 tickets

MAINE INTERNATIONAL FILM FESTIVAL

MIFF Program Guide	Quarter Page Ad
miff.org	Logo + Link
Passes + Tickets	Included

TICONIC GALLERY EXHIBITIONS

Choose one show from the exhibition calendar

Print Collateral	Logo
ticonic.org	Logo
Social Media	Logo
Openings	Recognition

CONTACT

Jordyn Woodard, Marketing + Sponsorship Coordinator
ADS@WATERVILLECREATES.ORG



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COMMUNITY EVENTS + PROGRAMS



ART IN THE PARK

SUMMER
\$1000

Waterville Creates has joined forces with the Waterville Public Library and the Colby College Museum of Art to offer dynamic, creative summer programming to provide arts experiences for all. Each Thursday participants at Art in the Park can listen as a book is read aloud and create artwork based on that book or community theme.

Print Collateral	Logo
Social Media	Logo

JOY TO THE VILLE

WINTER
\$1000

Embrace the holiday spirit at the annual Joy to the Ville community celebration! Join Waterville Creates, the Colby College Museum of Art, the Waterville Public Library, and the Children's Discovery Museum as we celebrate the magic of the season.

Print Collateral	Logo
Social Media	Logo

ART ROCKS!

SUMMER
\$750

Free Art-Making + Live Music = Summer Fun! Join us for ART ROCKS, a series of free, hands-on art activities happening during Waterville Rocks concerts at Head of Falls. Swing by our tent between 6–8pm to get creative while you enjoy great music, dancing, and summer vibes.

Website	Name + URL
Social Media	Logo

CONTACT

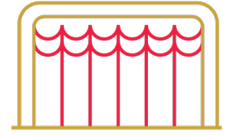
Jordyn Woodard, *Marketing + Sponsorship Coordinator*
ADS@WATERVILLECREATES.ORG



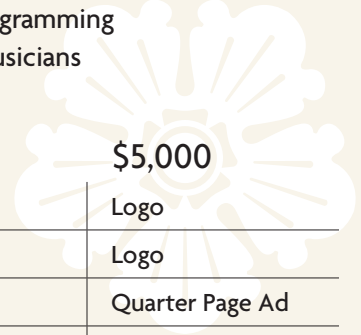
WATERVILLE CREATES

93 Main Street, Waterville, Maine 04901
207.873.7000 | watervillecreates.org

WATERVILLE OPERA HOUSE



We bring the magic of the performing arts to audiences of all ages. Our programming includes outstanding community theatre productions, nationally touring musicians and comedians, educational school shows, and youth theatre camps.



SEASON SPONSOR	\$15,000+	\$10,000	\$5,000
Playbills, Print Collateral, Ads	Logo	Logo	Logo
operahouse.org	Logo	Logo	Logo
<i>Arts Dispatch</i> (4 issues)	Full Page Ad	Half Page Ad	Quarter Page Ad
Curtain Speech	Acknowledgment	Acknowledgment	-
Entrance Display	Logo	-	-
Lobby Display	Acknowledgment	Acknowledgment	Acknowledgment
E-newsletter	Ad	Ad	-
Employee Discount	10%	10%	10%

SHOW SPONSOR	\$2,500	\$1,250
Playbill	Full Page Ad	1/2 Page Ad
operahouse.org	Logo	Logo
Print Collateral	Logo	Logo
Social Media	Recognition	Recognition
Radio Ads	Recognition	-
Print Ads	Recognition	Recognition
Pre-show Speech	Recognition	Recognition
Tickets	20 Tickets	10 Tickets

More than
41,000
people attended
live performances
last year

WATERVILLE ROCKS

Waterville Rocks is a free, family-friendly concert series held at beautiful Head of Falls in Downtown Waterville each summer.

	\$5,000 "Rockstar"	\$2,500 "Lead Guitar"	\$1,000 "Roadie"
Print Collateral	Logo	Logo	Name
Social Media	Logo	Logo	Name
E-newsletter + Press Releases	Ad	Logo + Link	Logo
Print + Radio Ads	Recognition	-	-
operahouse.org	Logo + Link	Logo + Link	Logo
Curtain Speech	Recognition	Recognition	Recognition



CONTACT

Jordyn Woodard, Marketing + Sponsorship Coordinator
ADS@WATERVILLECREATES.ORG

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Ticonic Gallery presents diverse year-round programming that incorporates local, regional, established, and emerging artists as part of gallery exhibitions and associated events. This arrangement of exhibitions allows for a broad representation of artists and media throughout the state of Maine and beyond. Ticonic Studios provide a safe and supportive environment for creative endeavors for all ages and levels of experience and offer a diverse array of educational experiences that enrich, engage, and inspire.



EXHIBITION SPONSOR

\$1,000/Exhibition or \$5,000/Year

Print Collateral	Logo
ticonic.org	Logo
Social Media	Logo
Openings	Recognition

Over
8,000
people attended
exhibitions
last year

MADE: MAINE MAKERS AT TICONIC GALLERY

\$1,000

Formerly known as the *Holiday Bazaar*, *Made* is a curated seasonal marketplace that highlights the artistry and craftsmanship of Maine makers, offering visitors a unique selection of locally handmade goods.

Print Collateral	Logo
Social Media	Logo
Arts Spotlight + Press Releases	Logo

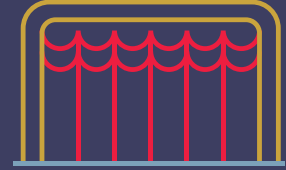
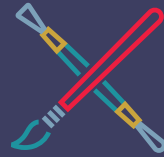
CONTACT

Jordyn Woodard, Marketing + Sponsorship Coordinator
ADS@WATERVILLECREATES.ORG



WATERVILLE CREATES

93 Main Street, Waterville, Maine 04901
207.873.7000 | watervillecreates.org



MOVIES, CLASSES, CONCERTS, PLAYS + MORE!

WE NEED YOUR HELP!

Established in March 2022, the Youth Arts Access Fund (YAAF) provides youth aged 18 and under with free access to **Waterville Creates** events and programs—all of them!

Movies at **Maine Film Center? Yes!**

Theatre camp, plays, concerts, and performances at **Waterville Opera House? Yes!**

Art and clay classes and camps at **Ticonic Gallery + Studios? Yes!**

Since its launch, YAAF has been used over 6,000 times providing more than \$240,000 in free arts experiences!

TESTIMONIALS:

“Our daughter loves acting in her school theater shows, but we probably wouldn’t have been able to sign up for theatre camp without the Youth Arts Access Fund. Very grateful!”

“The Youth Arts Access Fund allows all 3 of my kids to participate in a variety of arts I could not afford as a single mom.”

“The Youth Arts Access Fund made a huge difference in our lives. Finding educational and affordable things for my son to do is hard. YAAF opened up doors for my son to come out of his shell.”

For just \$1000/month or \$5000/6 months, your business can be recognized as a YAAF sponsor of the month and provide critical support for this beloved program.

SPONSORSHIP BENEFITS:

- Logo on YAAF webpage + in the Arts Spotlight e-newsletter each week of your sponsorship month
- Weekly social media recognition during your sponsorship month

INTERESTED?

Contact: Jordyn Woodard
Marketing + Development Coordinator
ADS@WATERVILLECREATES.ORG

93 Main Street
Waterville, Maine 04901
207.509.3369





A combination of access, placement, recognition, and exclusivity provides a tailored package of benefits to meet your sponsorship goals. Integration into MIFF's print and digital materials, events, and programs maximize relevant and high-impact exposure while enhancing audience and guest experiences. The package options here may be customized to serve your marketing and placement strategy.

	PRESENTING \$20,000	VENUE \$5,000	EVENT \$2,500
On-Screen Recognition	Logo		
Festival Posters	Logo		
Festival Print Ads (Newspaper/Magazine)	Logo		
Festival Brochure	Logo		
Festival Trailer	Logo		
Festival Signage at Event Venues	Logo	Logo	
Banner Placement at Festival	✓	✓	
Ad in Festival Program Guide	Full Page	Full Page	Half Page
Priority Ad Placement in Festival Program Guide	✓	✓	
Festival Website	Logo + Link	Logo + Link	Logo + Link
Inclusion in Press Releases	✓		
Announcement at Festival	Daily	Daily	Day of
Festival Program Guide Cover	Logo		
Festival Passes	Included	Included	Included
Industry Exclusivity Within Sponsorship Level	✓	✓	
Volunteer Opportunity for Employees	✓	✓	✓
Access to Event Photos	✓	✓	✓

ADVERTISING

A variety of print and digital options are available to promote your business or organization. Receive a 25% discount when you adopt-a-film and purchase a print ad in the MIFF Program Guide!

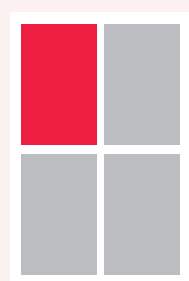
Full Page	\$800
Half Page	\$450
Quarter Page	\$250
On-Screen Ad	\$800
Adopt a Film	\$250



FULL BLEED
8.75" w x 11.25" h
(TRIM: 8.5" w x 11" h)



HALF
7.5" w x 4.75" h



QUARTER
3.5" w x 4.75" h



CONTACT

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WATERVILLE CREATES

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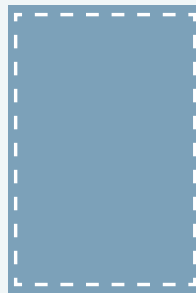
ADVERTISING OPPORTUNITIES

ARTS DISPATCH

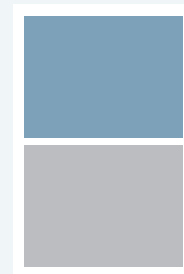
Arts Dispatch is Waterville Creates' printed quarterly guide to events and happenings in Waterville. From movies, plays, classes, and gallery openings to community and partner events, *Arts Dispatch* is a handy guide serving as an essential resource for both residents and visitors. *Arts Dispatch* is distributed all over Waterville and the region, and is free.

PRINT AD DIMENSIONS

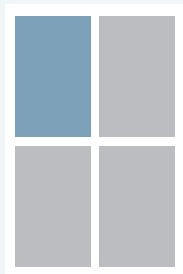
AD SIZE	FLAT RATE (4 ISSUES)
Inside front cover	\$2,000
Inside back cover	\$2,000
Full page	\$1,700
Half page	\$900
Quarter page	\$500



FULL BLEED
6.25" w x 9.25" h
(TRIM: 6" w x 9" h)



HALF
5.5" w x 4.125" h



QUARTER
2.625" w x 4.125" h

Maine Film Center ON-SCREEN ADVERTISING

We bring contemporary, independent, and classic film to central Maine with first-run screenings and the annual Maine International Film Festival, a 10-day celebration that attracts filmmakers and film lovers from around the world. Through Maine Student Film educational programs, we inspire the filmmakers of the future.



	Per Week	Per Year*
Static Ad	\$75	\$2,813
Video Ad (up to 30 sec)	\$150	\$5,625

*25% discount, excludes 2 weeks of MIFF

**More than
24,000
people attended
screenings
last year**

CONTACT

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ADS@WATERVILLECREATES.ORG



WATERVILLE CREATES

93 Main Street, Waterville, Maine 04901
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Shell: Clear

Ink on clear cups will be slightly transparent.
We have shown this in our Renderings.

Line Art
2 Opaque Inks:

BLACK

PMS 117



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OPPORTUNITIES AT A GLANCE



BENEFACTOR	\$25,000
AMBASSADOR	\$15,000
ADVOCATE	\$5,000
COMMUNITY EVENTS + PROGRAMS	\$1,000 each
YOUTH ARTS ACCESS FUND	\$5,000 \$1,000
WATERVILLE OPERA HOUSE SEASON SPONSOR	\$15,000 \$10,000 \$5,000
WATERVILLE OPERA HOUSE SHOW SPONSOR	\$2,500 \$1,250
WATERVILLE ROCKS	\$5,000 \$2,500 \$1,000
ART ROCKS!	\$750
MAINE FILM CENTER ON-SCREEN ADVERTISING	\$150 \$75
TICONIC GALLERY EXHIBITION SPONSOR	\$5,000 \$1,000
MADE	\$1,000
MAINE INTERNATIONAL FILM FESTIVAL (MIFF)	\$20,000 \$5,000 \$2,500
ARTS DISPATCH	\$2,000 \$1,700 \$900 \$500
OPERA HOUSE CUP	\$2500

CONTACT

Jordyn Woodard

Marketing + Sponsorship Coordinator

ADS@WATERVILLECREATES.ORG

