



ArtZone Free Family Days



The ArtZone is a creative community space. A key part of the Gadsden Arts Center & Museum's Community Connections Renovation and Expansion Project, the ArtZone invites visitors of all ages, from young children through senior citizens, to literally walk into a creative experience and enjoy making things with a variety of materials and methods. The ArtZone is a "user friendly" gateway all that Gadsden Arts has to offer, inviting new visitors and volunteers to come in, have fun, and feel at home. The ArtZone will become a family gathering place, bringing together families from all walks of life – and offers hands-on creative experiences for children who have no other access to art. Children need art – they need to explore, think, and express themselves – and they need to make something that is their own, of which they can be proud. The ArtZone offers all of that – and a Children's Gallery with magnetic walls, for children to display what they have made.

The ArtZone space opened on February 22 and attracted 32 people in its first two "Free Family Saturdays". Since then, the space attracts 20-50 participants each week, and families explore making art for 2+ hours! Visitors to the ArtZone are asked to pay a \$2 per person activity fee to offset a portion of the materials cost. On Free Family Days, that activity fee is waived for all visitors, all day.

GADSDEN ARTS CENTER & MUSEUM IN NUMBERS

Gadsden Arts Total Participants in 2017: 22,293

ArtZone Participation: 25-50 people per week

Audience: residents of all ages from the Big Bend Region and visitors to the area

ArtZone Amenities: Children's Art Library, Children's Story Time, Delta Sigma Theta ABC Program; walk-in hours: Wednesday-Friday 2p-5p, Saturdays 10a-5p; Scheduled Groups Wed.-Fri. mornings.

Exhibition Programs:

One ArtZone project is based on a theme or technique from the current major exhibition – and an added family activity in the exhibition is offered to ArtZone families, encouraging use of the larger museum. Adults who bring children into the ArtZone earn free admission to exhibitions.

Your Brand Exposure:

GACM participants 22,293, GACM Website (3,500 unique visitors/month), Limelight Ads (per ad: circulation 40,000-60,000 print, 50,000 impressions online), GACM Enews 2,400, GACM Facebook (1700 followers, 4,000 paid contacts/month), GACM direct mail to the membership 580, ArtZone Rack Cards, Posters, and Signs displayed on-site during each Free Family Saturday.

SPONSORSHIP COST: \$2,500 (1 year, 1 Saturday/month or 1 weekday afternoon/week)

- Company logo on all related print materials & GACM website
- Live link to your company website from website
- NARM Membership Cards for your employees (1 year – 6, ½ year – 2)
- Company ArtZone Experience for up to 20 people
- Corporate Membership
- Listing in the Gadsden Arts, Inc. Annual Report

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