



Contact:  
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# ROSWELL IN PRINT: PHOTOGRAPHY EXHIBIT

## **ART IN UNEXPECTED PLACES**

The current pandemic has momentarily closed the doors for many traditional spaces dedicated to art but the desire for connection and creative experiences is thriving. Roswell has a wealth of nontraditional outdoor spaces to explore and Roswell Arts Fund has the opportunity to curate unique and unexpected experiences for neighborhoods throughout the city.

## **CAPTURING ROSWELL'S CHARACTER**

The Roswell in Print photography exhibit is designed to highlight the diverse characteristics of the City of Roswell, using visual storytellers to capture it through beautiful, compelling imagery and displayed in a non-traditional space in the city.

Each exhibit will explore a theme chosen from one of the concepts identified as a part of Roswell's "community character framework" in Roswell's **Public Art Master Plan**.

Themes include:

- We are modern spirit, southern soul
- We are our nature
- We are a small city with big energy
- We are our river
- We are our colors
- We are forward thinking

Emerging and professional artists will be asked to submit images and the selected images will be displayed along a "photo wall" in a non-traditional space in Roswell. The exhibit will be on display for a minimum of 3 months. Artwork will be displayed in locations that allow for a safe, socially distanced experience.

## **BEYOND THE LENS**

Exploring non-traditional spaces also creates a variety of possibilities for new partnerships and additional programming.

Partnering with organizations like Getty Images, the Photographic Society of America and Atlanta Celebrates Photography has the potential to introduce Roswell to new visitors and businesses.

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## SPACES TO CULTIVATE



## INSPIRATION





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## YOU COMPLETE THE PICTURE

Art enriches the lives of every person and place it touches. You can play an integral part in Roswell's creative and cultural community by joining us as a sponsor of *Roswell In Print*.

Inaugural project plan: Series of three installments each lasting 3 months. A different theme and location will be chosen for each installment. Sponsorship includes all three installments.

### Visionary - \$7,500

- Priority placement of full color logo on photo display
- Full color logo on all printed marketing materials
- Full color logo on RAF website
- Featured in press release
- Verbal acknowledgement at all associated events
- Feature and full color logo in exhibit marketing email
- Full color logo on exhibit marketing emails
- Full color logo featured on SM and website hero image
- Dedicated social media post
- Recognition in RAF annual report and RAF donor webpage

### Innovator - \$5,000

- Black and white logo on all printed marketing materials
- Black and white logo on photo display
- Black and white logo on RAF website
- Call out in press release
- Verbal acknowledgement at all associated events
- Black and white logo on exhibit marketing emails
- Name on SM and website hero image
- Dedicated social media post
- Recognition in RAF annual report and RAF donor webpage

### Placemaker - \$2,500

- Black and white logo on all printed marketing materials
- Black and white logo on RAF website
- Call out in press release
- Black and white logo on exhibit marketing emails
- Dedicated social media post
- Recognition in RAF annual report and RAF donor webpage

### Pathfinder - \$1,000

- Name on all printed marketing materials
- Name on RAF website
- Name in exhibit marketing emails
- Dedicated social media post
- Recognition in RAF annual report and RAF donor webpage

### Trailblazer - \$500

- Name on RAF website
- Dedicated social media post
- Recognition in RAF annual report and RAF donor webpage