

2021 POP UP PERFORMANCE SERIES

SHOWCASING WORLD-CLASS PERFORMANCES IN ROSWELL

Roswell Arts Fund envisions creating a new, state-of-the-art and regionally distinct performance space. Having completed a feasibility study in 2019, RAF understands how a new performance space for music, theatre, and dance—a place where our community gathers to enjoy a favorite band or ballet production, a destination for entertainment, inspiration, and laughter, and to present fresh opportunities to showcase emerging talent and bring world-class performances—will expand and enhance Roswell's arts and culture scene.

The 2020 Pop-Up Performance Series presents curated performing arts experiences to engage audiences and strengthen community support for development of the new facility.

Tickets sold for performances benefit the Roswell Arts Fund and its mission of bringing world-class arts opportunities to Roswell and greater north metropolitan Atlanta.

ADAPTING 2020 POP UPS TO PHYSICALLY DISTANT YET SOCIAL EVENTS

The COVID-19 pandemic had a devastating effect on live performances. It forced producing organizations and artists to think creatively and conceive new opportunities for emerging and seasoned performers as well audiences. In order to create safe, fun and rewarding community events, Roswell Arts Fund reimagined how to produce concerts.

By incorporating physical distancing, requiring face masks and transforming parking lots into outdoor performance areas we are able to continue the Pop Up Performance series and produce concerts featuring world-class performances. We will continue to produce outdoor concerts in 2021.

OUR REACH (AS OF DECEMBER 2020)



Reimagined Pop Up Concerts
welcome 350 audience
members per concert



1,684 Facebook Followers



Average of 1.5k monthly visitors
to the Roswell Arts Fund website



1,562 Instagram Followers



1,649 subscribers to bi-monthly
newsletter; average 30% open
rate



639 Twitter Followers

2020 2021 POP UP PERFORMANCE SERIES

2020 CONCERTS



FEBRUARY 27, 2020:
ED ROLAND WITH GRIT AND GRACE AND FRANCISCO VIDAL AT ROSWELL HISTORIC COTTAGE



MAY 4, 2020:
ENRIQUE CHI OF MAKING MOVIES HELD AS FACEBOOK LIVE EVENT DUE TO PANDEMIC



AUGUST 15, 2020:
JOHN DRISKELL HOPKINS BAND (OF ZAC BROWN BAND) WITH SPECIAL GUESTS MIKE RIZZI AND FRIENDS. INAUGURAL PHYSICALLY DISTANT CONCERT.



OCTOBER 30, 2020:
RUBY VELLE & THE SOULPHONICS



NOVEMBER 7, 2020:
ACOUSTIC SYNDICATE WITH CARLY BURRUSS



NOVEMBER 8, 2020:
THE RANDALL BRAMBLETT BAND

2021 POP UP PERFORMANCE SERIES

YOU COMPLETE THE PICTURE

Art enriches the lives of every person and place it touches. You can play an integral part in making Roswell a destination for entertainment, inspiration, and opportunities to showcase emerging talent and world-class performances.

Curator - \$15,000

- Distinction as presenting sponsor
- (1) Set of tickets for four upcoming performances
- Custom volunteer / team building experience
- Feature in press release
- Feature in one RAF newsletter
- Verbal acknowledgement at all Pop Up events
- Logo on signage at event
- Priority placement of logo and link on website
- Listed as presenting sponsor in newsletter
- Full color logo on all printed program marketing materials
- Dedicated social media post (runs 4x over 1 year FB, IG, Twitter)

Visionary - \$7,500

- (1) Set of tickets for three upcoming performances
- Acknowledged in press release
- Verbal acknowledgement at all Pop Up events
- Logo on signage at event
- Full color logo and link on website
- Listed as program sponsor in newsletter
- Full color logo on all printed program marketing materials
- Solo social media post (runs 2x over 1 year FB, IG, Twitter)

Innovator - \$5,000

- (1) Set of tickets for two upcoming performances
- Logo on signage at event
- Listed as program sponsor in newsletter
- Logo on all printed program marketing materials
- Full color logo and link on website
- Solo social media post (runs 1x over 1 year FB, IG, Twitter)

Placemaker - \$2,500

- Logo on all printed program marketing materials
- (1) Set of tickets for one upcoming performance
- Full color logo and link on website
- Solo social media post (runs 1x over 1 year FB, IG, Twitter)

Pathfinder - \$1,000

- Full color logo and link on website
- (1) Set of tickets for one upcoming performance
- Solo social media post (runs 1x over 1 year FB, IG, Twitter)

Trailblazer - \$500

- Full color logo and link on website
- Shared Trailblazer social media post (runs 1x over 1 year FB, IG, Twitter)