

2020 *POP IN* PERFORMANCE SERIES

FINDING CONNECTION IN ART

People need positive experiences and perhaps magic now more than ever. Covid-19 has disrupted our way of life with enduring isolation and limitations. We know art improves well being and unifies neighbors and as the city's designated arts agency, Roswell Arts Fund is in a unique position to develop new innovative solutions to serve the citizens of Roswell. Ignite. Impact. Inspire.

IF WE CAN'T POP UP, THEN LET'S POP IN

The POP IN Performance Series is designed to be a high quality touring arts program that allows Roswell Arts Fund to provide access to the arts by delivering a **safe, unexpected and rewarding arts experience** where it's needed most.

Developing this new series will help RAF to: (1) connect with underserved areas and populations in our community (2) grow the small-town character of Roswell as an inclusive and inviting city.

Possible audience locations: Retirement communities, apartment complexes and places of work

THE EXPERIENCE

The Inaugural Pop In is focusing on senior living facilities and high density housing. A mobile stage will create a portable and temporary moment of delight and surprise meant to be experienced from a safe distance such as a balcony, window or porch. The programming may include variety of mediums like music, dance or light shows and produced with production costs and a fast turnaround.

Performances will be approximately 20 minutes at each location with multiple locations planned for each day of the series. Each POP IN will include interactive elements and be crafted to create a unique and magical experience for our intended audience.



Contact:
Ghila Sanders, Roswell Arts Fund
ghila@roswellartsfund.org
770-596-7552

2020 POP IN PERFORMANCE SERIES

SPONSORSHIP OPPORTUNITIES

Art enriches the lives of every person and place it touches. Join us as a sponsor and YOU become an integral part of this exciting new adventure producing positive, creative experiences for the community of Roswell.

Inaugural project plan: Six performance days with Pop In performances at three different locations on each day. Sponsorship includes all 18 performances.

Program launch date: September 1, 2020 **Deadline for printed materials:** August 20, 2020

Visionary - \$7,500

- Priority placement of full color logo on "mobile stage"
- Full color logo on all printed materials
- Full color logo on RAF website
- Featured in press release
- Verbal acknowledgement at each Pop In Performance
- Feature and full color logo in Pop In marketing email
- Full color logo on Pop In 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 materials
- Black and white logo on "mobile stage"
- Black and white logo on RAF website
- Call out in press release
- Verbal acknowledgement at each Pop In Performance
- Black and white logo on Pop In marketing emails
- Name in Pop In 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 materials
- Black and white logo on RAF website
- Call out in press release
- Black and white logo on Pop In marketing emails
- Dedicated social media post
- Recognition in RAF annual report and RAF donor webpage

Pathfinder - \$1,000

- Name on all Pop In printed materials
- Name on RAF website
- Name in Pop In 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