

The background features a dark sky with stylized clouds and stars. A series of vertical bars of varying heights are arranged across the top and sides. Each bar has a color gradient from yellow at the bottom to blue at the top. The word "COLOR" is written in large, bold, orange-yellow capital letters. Below it, the word "THE" is in a smaller, blue, stylized font with a leaf-like design. The word "NIGHT" is in large, bold, orange-yellow capital letters, matching "COLOR".

COLOR THE NIGHT

2025 SPONSOR GUIDE

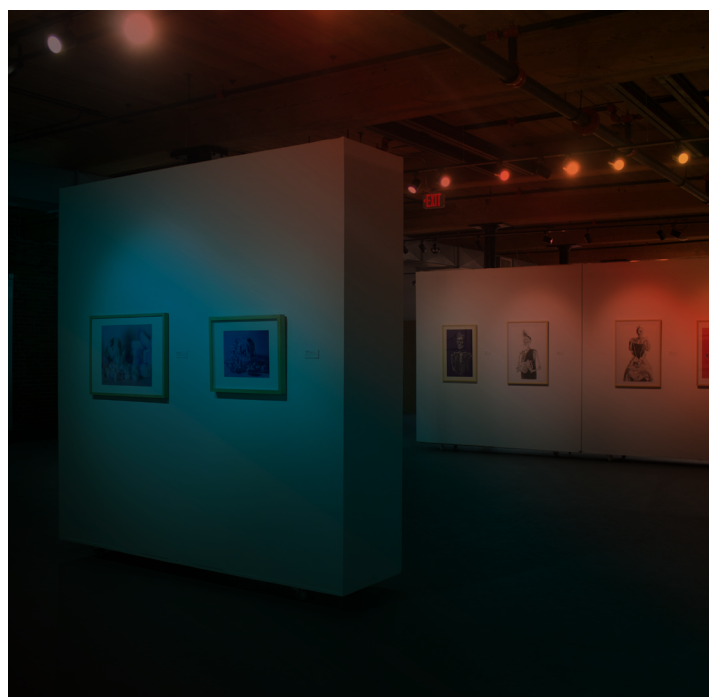


AN EVENING BENEFITTING GREENVILLE CENTER FOR CREATIVE ARTS.

November 6, 2025, Greenville Center for Creative Arts (GCCA) will host its third annual signature fundraising event - **Color The Night** - to **raise critical funds to support programming and opportunities for the Greenville community** to have access to art for all.

The event will feature live **music**, art **performances**, interactive art tables, wine pulls, delicious **food and drinks**, and a silent auction for approximately 300 guests.

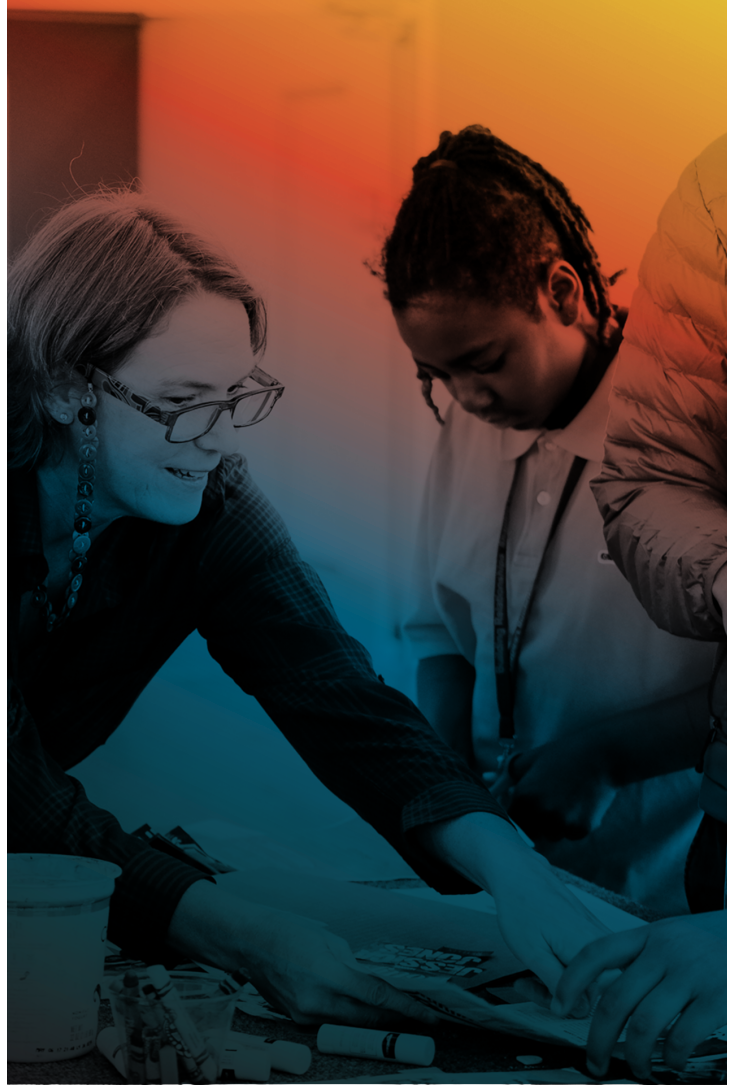
We are thrilled to be hosting this **one-of-a-kind event** to showcase and **support the arts** in Greenville and invite you to **consider an event sponsorship**. Each sponsorship level includes an array of **exciting benefits**, like a **VIP preview reception** and **premium placement** of your logo or business name on our marketing materials.



GCCA is a 501 (c)3 nonprofit organization founded in 2015 by a dedicated group of artists, arts advocates, and community leaders. It is the **only art center of its kind in the Greenville area** specializing in hands-on visual arts instruction for all ages.

GCCA focuses on creating **accessible arts opportunities** to all in the community including through art classes, affordable artist studios and resources, free public exhibitions, outreach programs like Aspiring Artists for children and young emerging artists, and programs with arts in correctional facilities.

In 2024, GCCA saw over **32,000** visits, with over **6,200** attending First Friday exhibition openings and other events, **23 studio artists**, **1,500** youth and adult program participants, and approximately **300** artists featured in exhibitions. Additionally, GCCA's social media accounts have over **12,000** followers combined, email newsletters are sent to a list of approximately **8,500** subscribers, and over **38,000** unique users visit GCCA's website annually.



SUPPORT ARTS ACCESS

GCCA heavily promotes events through a **multichannel marketing campaign** using print, social media, and digital advertising. GCCA utilizes its own channels, including web and social media, and partners with **Community Journals** for both paid advertising and earned media, as well as securing **TV spots** to promote the event. As a community-based art center, GCCA is dedicated to **expanding access to arts education** and **removing economic barriers** to meaningful arts participation. All funds raised through Color The Night will support these goals to bring **transformative arts experiences** to all in our community. A listing of sponsorship levels and associated benefits is attached. **Thank you for your consideration** of our request, and we look forward to hearing of your interest in this **exciting partnership opportunity**.

PRESENTING SPONSOR

\$5,000

- ✦ VIP event tickets for up to 12 guests
- ✦ Invitation to VIP cocktail hour and silent auction preview
- ✦ Logo and presenting sponsor recognition on event signage
- ✦ Logo and presenting sponsor recognition in all event promotion, including website event page, related eblasts, and other media
- ✦ Recognized by CEO during the event
- ✦ Silent Auction Sponsor listing
- ✦ Logo on Save the Date
- ✦ Logo on Invite
- ✦ Listing in Annual Report
- ✦ A reception during a First Friday of your choosing





PREMIER SPONSOR

\$1,500

- ✦ VIP event tickets for up to 6 guests
- ✦ Invitation to VIP cocktail hour and silent auction preview
- ✦ Logo and premier sponsor recognition on event signage
- ✦ Logo and premier sponsor recognition in all event promotion, including website event page, related eblasts, and other media
- ✦ Recognized by CEO during the event
- ✦ Logo on Save the Date
- ✦ Logo on Invite
- ✦ Listing in Annual Report

LEADING SPONSOR

\$1,000

- ★ VIP event tickets for up to 4 guests
- ★ Invitation to VIP cocktail hour and silent auction preview
- ★ Logo and leading sponsor recognition on event signage
- ★ Logo and leading sponsor recognition in all event promotion, including website event page, related eblasts, and other media
- ★ Recognized by CEO during the event
- ★ Logo on Invite





SUPPORTING SPONSOR

\$500

- ★ Standard event tickets for 2 guests
- ★ Press Mention
- ★ Logo and supporting sponsor recognition on event signage
- ★ Logo on event website
- ★ Logo on Invitation

PATRON SPONSOR

\$250

- ✦ Standard event tickets for 2 guests
- ✦ Press Mention
- ✦ Logo on event website
- ✦ Logo on Invitation

For more information, contact:

Alexis Krcelic, Advancement and Events Director, alexis@artcentergreenville.org, 803.393.4404

All sponsorships are tax-deductible, except for the tickets included. Non-deductible portions are as follows: Presenting Sponsor - \$520 is not deductible; Leading Sponsor - \$390 is not deductible; Supporting and Patron Sponsors - \$260 is not deductible.





EVENT SPONSORSHIP FORM

Business or Preferred
Recognition Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

I would like to be a sponsor at the following level:

- ☐ Presenting Sponsor (\$1,500)
- ☐ Leading Sponsor (\$1,000)
- ☐ Supporting Sponsor (\$500)
- ☐ Patron Sponsor (\$250)

☐ Check Enclosed ☐ MC/Visa/Amex/Discover ☐ Contact me to collect payment

Acct. Number: _____

Exp. Date: _____ Security Code: _____

Signing Date: _____ Signed: _____

The priority deadline is July 15, 2025, to receive all recognition and promotional opportunities.

Please make checks payable to Greenville Center for Creative Arts and mail to:
Greenville Center for Creative Arts, PO Box 2206, Greenville, SC 29602

For more information, contact Alexis Krcelic, Advancement and Events Director, alexis@artcentergreenville.org, 803.393.4404