

NW CT Arts Council Full Color Regional Printed Events Calendar

Almost 200 events per month are posted on the NW CT Arts Council's website. These events are used to fill the coveted printed calendar. **The calendar is "the source" for the region's events** and activities providing a tangible snapshot of what's happening. The cultural community leans on the NW CT Arts Council more than ever as a resource for promotion. Our listings are growing exponentially and we hear time and again how much the calendar is valued.

In 2017, the Arts Council will distribute a **minimum of 144,000 Calendars annually** in the region.

Sponsorship of the print calendar continues to be extremely important for the region:

Constituents have limited and stressed financial resources with which to promote their events, and so they depend on listings in our publication. **The Calendar makes a difference for our region:**

I have had good results from the listing during my show - people commented on it. Thanks for the good work!
- Susan Fox, Milkhouse Pottery, Cornwall

Thank you for placing the gravestone image on your July cover. We had visitors from many parts of Connecticut, as well as New York City! I have to think your Calendar helped a great deal. - Jerry Milne, Plymouth Land Trust

The Arts Council's work is indispensable in getting the word out on events and discovering artists in our community. We're grateful for what they help us accomplish. - Garth Kobal, Hunt Library Art Wall Chair

- Informs people of events they did not learn about otherwise
- Encourages people to attend events
- Is a convenient, handy planning tool
- Is preferred by many who don't like to go online for this type of information
- Provides a well-organized overview of culture in the region
- Promotes the region to its residents and to visitors alike

The Arts Council must continue to provide services such as the monthly Events Calendar.

2017 Sponsorship Pricing – MAXIMUM of 3 SPONSORS are sought

- \$2,750 for 12 months
- \$2,000 for 8 months
- \$1,500 for 6 months
- \$1,100 for 4 months
- \$700 for 2 months



Sponsor the 2017 Printed Calendar and be 1 of 3 who receive valuable exposure including:

- **A \$1,200 Value** – Sponsor's Logo on the **COVER** of every full-color issue with a minimum circulation of **12,000 copies each month**, with direct delivery as a stand-alone color insert in the **Republican American**, plus hand-delivery to each of our 25 towns.
- **A \$5,200 Value** – Sponsor Logo in weekly **Culture Outlook eblasts** and postings on FaceBook and Twitter as well as on the CultureBEAT page of the NW CT Arts Council website.
- Positioning in a publication that has a **month-long shelf-life**.
- Be seen by a **culture-loving readership/market**.
- **Support the promotion of, increased awareness, and patronage of, our region's cultural events**

Total Year-long Value = \$6,400
