

Sponsorship

Exhibits
Education
Events
Gifts

ArtCenter
manatee

Overview

Exhibits

Education

Events

Gifts



Exhibits change monthly in our three galleries and feature the work of local as well as international artists. Monthly opening receptions allow our guests to meet the artists and mingle as they enjoy wine, beer and hors d'oeuvres. Receptions each draw 200 to 400+, our exhibits draw over 2,000 artists and more than 20,000 visitors yearly.



Over 340 classes are offered for adults of all ages and children ages 4-15. Among the offerings are painting, watercolor, drawing, pottery, photography, mosaics, jewelry and kids art. Instructors are not only experienced teachers, they are professional artists in their fields. Each season we serve over 5,000 adult students and about 500 youth.



Events are designed to connect to and engage the community in creative, fun activities. From a fine arts festival that draws about 10,000 visitors to an art fair at the Bradenton Area River Regatta to a monthly Nights Out, our activities draw upwards of 20,000 visitors every year. They bring people to the ArtCenter as well as into the community.



Artists' Market Gift Shop features the work of over 150 local and regional artists, providing them an outlet for their work while offering residents and visitors a source of unique, handcrafted gifts. Gifts are available in all price ranges and there is something to suit every shopper. Market sales support the artist, the ArtCenter and contribute to the local economy.

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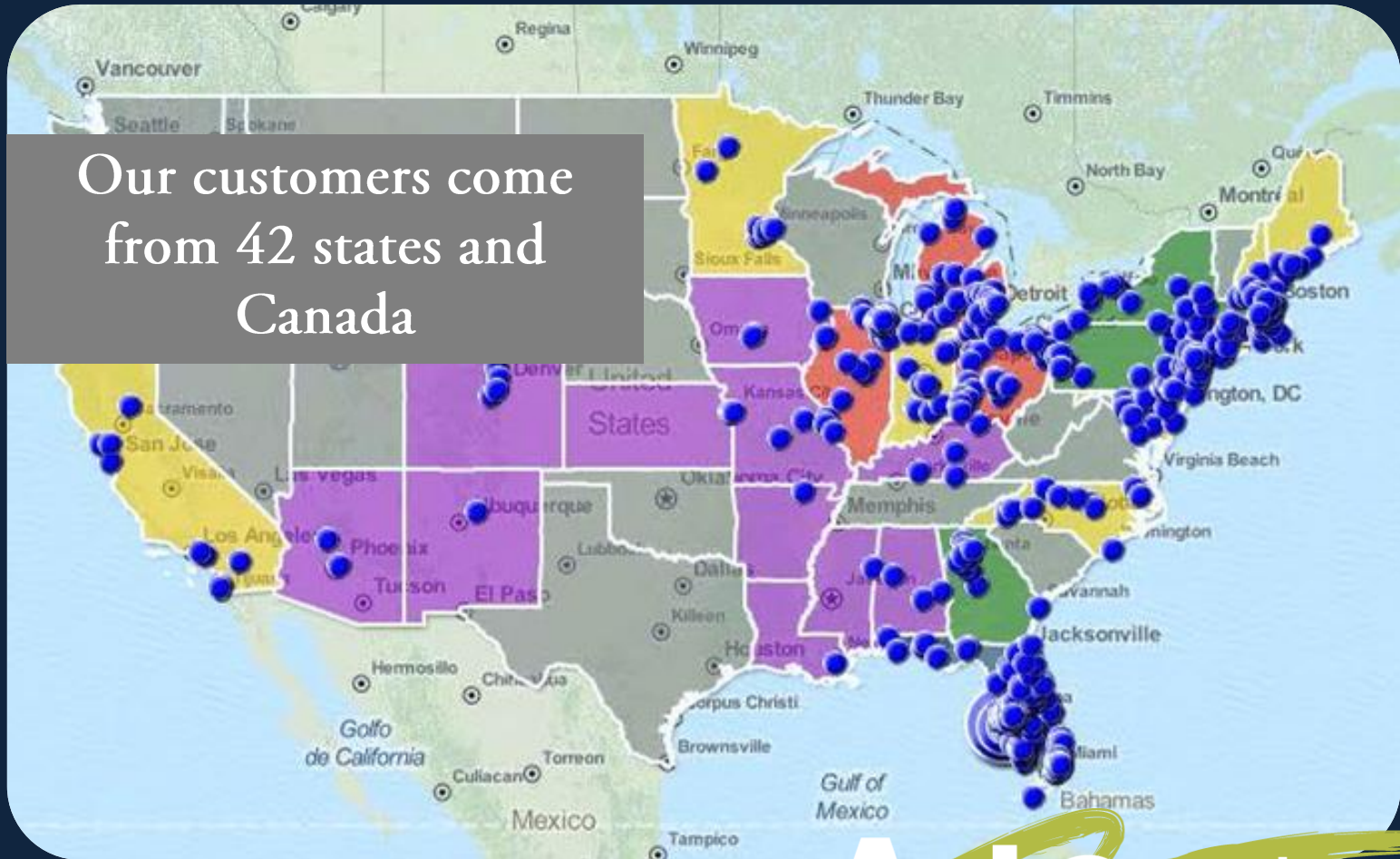
Our Goal

Founded in 1937, our goal is to provide a platform for visual artists of all ages and ability levels to create, market and sell their work and to be the premier visual arts center in Manatee County.



Our Customer

Our customers come
from 42 states and
Canada

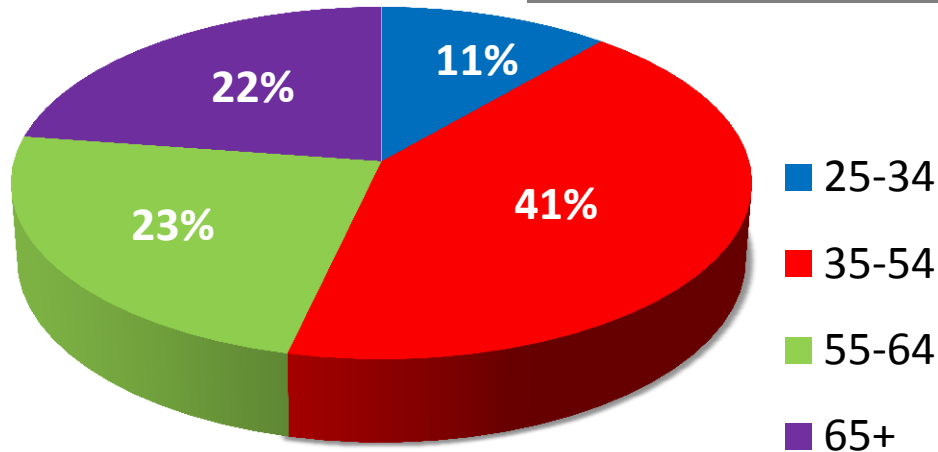


**ACM Customer Database*

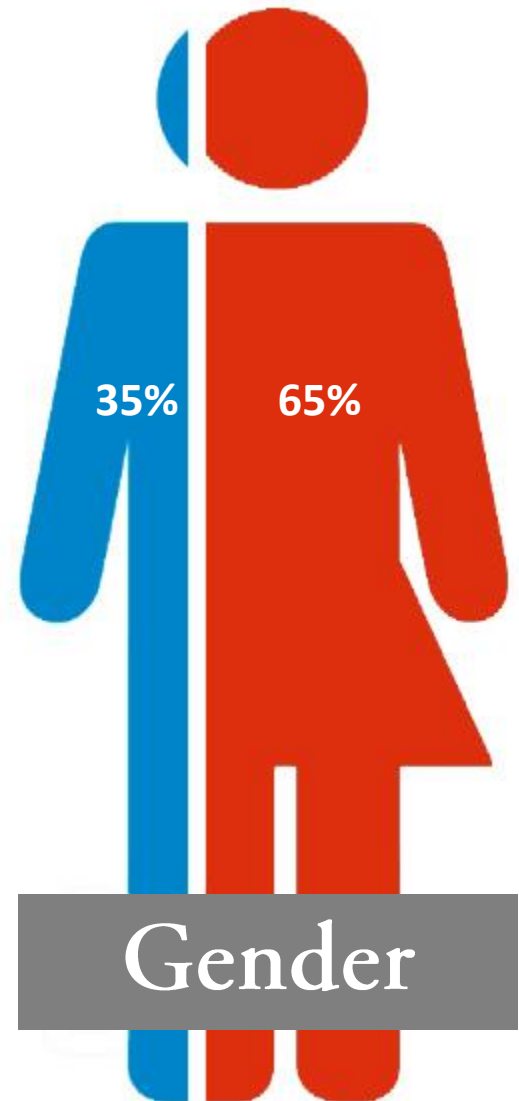
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Our Customer

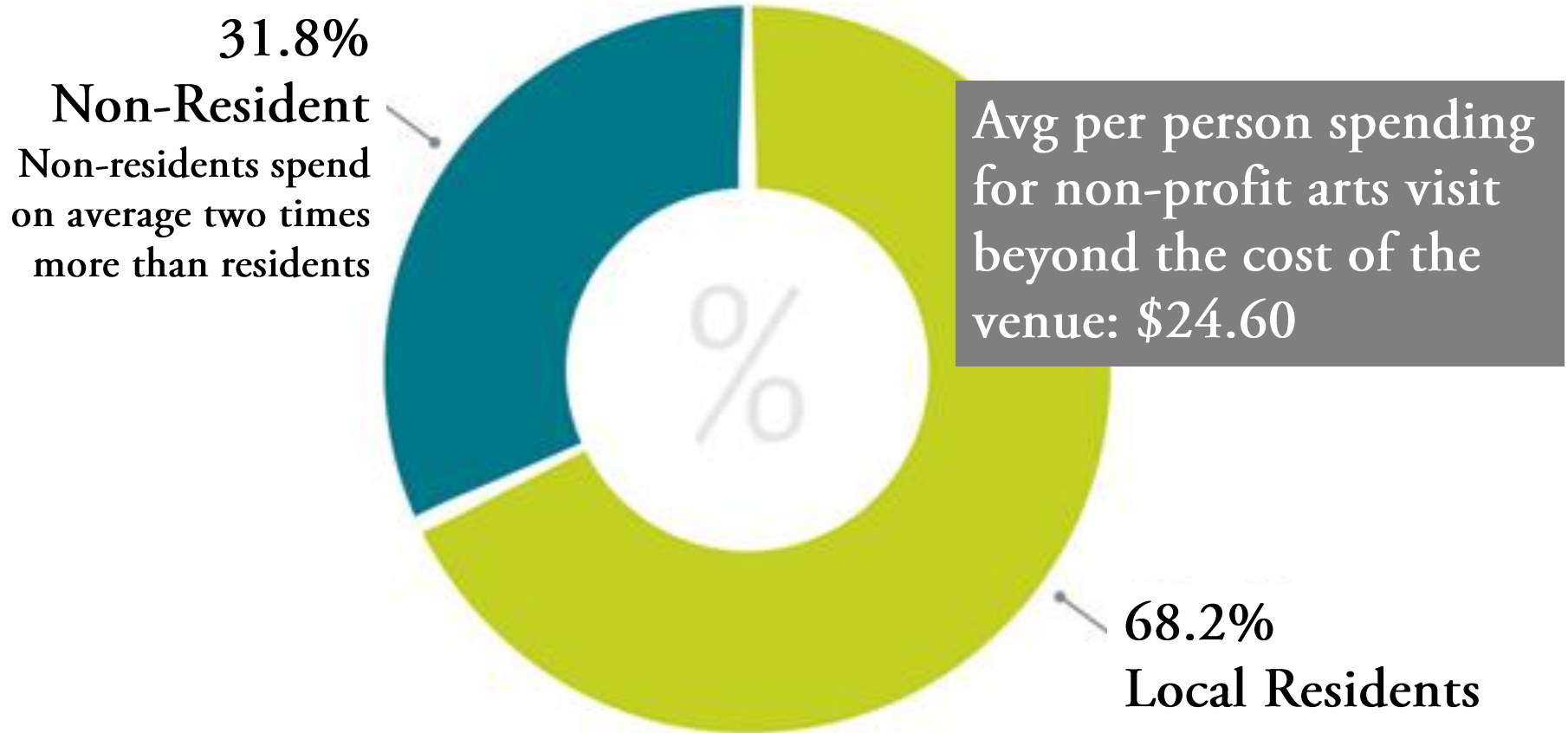
Ages



Home or Condo Owner
Arts & Culture Enthusiast
Higher Income & Education
Employed or Retired
Active in Community



Our Customer



**Non-Resident includes part-time residents and visitors*

By the Numbers

50,000

Visitors

5,100

Students

3,060

Enews Subscribers

2,200

Exhibiting Artists

1,445

Facebook Likes

340

Classes

Per season: September 1 through August 31

Economic Impact: \$1.7mm

Based on our expenses,
attendance and
community population.

Calculator from Americans for
the Arts



Exhibits



Exhibits change monthly in our three galleries and feature the work of local as well as international artists. Monthly opening receptions allow our guests to meet the artists and mingle as they enjoy wine, beer and hors d'oeuvres. Receptions each draw 200 to 400+, our exhibits draw over 2,000 artists and more than 20,000 visitors yearly.

Creativity is among the top applied skills sought by employers. The pARTnership Movement

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Exhibition Goals:

- Increase draw of tourists, residents and other visitors to the ArtCenter and the community.
- Maintain and expand ArtCenter Manatee's reputation as the premier visual arts center in Manatee County.
- Build on Manatee County's reputation as a vibrant arts community.
- Build a national reputation and draw for exhibits.





Tactic 1:

- Increase award amounts for open shows to increase number and quality of entries per exhibit.
 - makes us more competitive with neighboring art centers;
 - allows us to increase our reach to other Florida markets from Jacksonville to Gainesville to Orlando;
 - increases our ability to draw entries from other states.

Tactic 2:

- Increase number of national shows from one to two or three per season
 - gives us an advantage over neighboring art centers;
 - enables us to bring in name talent beyond our local market;
 - increases our attendance at the ArtCenter and in the community; and
 - enhances our ability to draw visitors from other Florida markets as well as other states.





Tactic 3:

- Increase number of partnership exhibits hosted free of charge to non-profit groups. (Art by Kids with Cancer and Manatee County Schools Exhibit).
 - builds and solidifies community partnerships;
 - allows us to give back to the community and our underserved populations;
 - exposes new markets to the arts, the ArtCenter and the community.

Exhibit Promotion

- Print & Online Ads
- Print & Online Calendars
- Web Banners
- Web Pages
- Call to Artists
- EBlasts
- Weekly Enewsletter
- Social Media
Facebook, Twitter, Pinterest
- Posters & Programs
- Exterior banners
- Press Releases
- Catalog Ads

Call to Artists

Black & White

Reid Hodges Gallery

April 28 to May 29

*Opening Reception Thursday,
April 30th, 5-7pm*

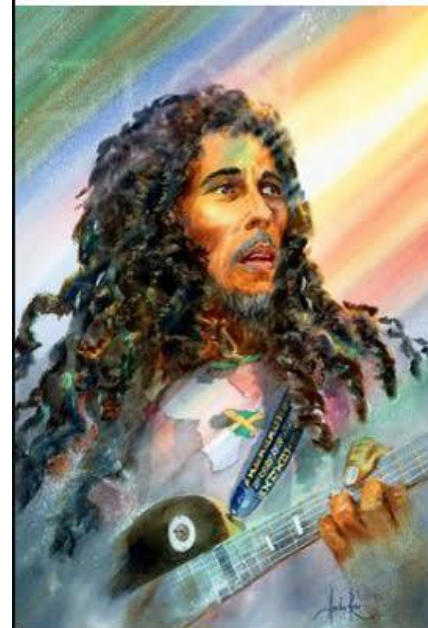
Online Entry:
April 10 - April 20, 5:00pm

In-Person Receiving:
April 25, 9:00am - 1:00pm

An open, all media, juried
exhibition of work in black and
white and all shades of gray.
Cash awards.

By Arthur Dillard

2 Open Exhibitions



Splash of Color

Kellogg Gallery

April 28 to May 29

*Opening Reception
Thursday, April 30th, 5-7pm*

Online Entry:
April 10 - April 20

In-Person Receiving:
April 25, 9:00am - 1:00pm

An open, all media, juried exhibition
of work that is all color or has a
splash of color. Cash awards.

Bob Marley by Herbie Rose

CALL TO ARTISTS

An open, all media, juried exhibit. On display Oct 6 - Nov 6.

Opening reception: Oct 8, 5:00-7:00pm. T

Online entry until Sep 24th at 5:00pm. Accepted artists will be notified via phone or email and will need to bring their work to the ArtCenter on Oct 3rd, 9:00-1:00pm.

In person receiving is Oct 3rd, 9:00-1:00pm.

Each artist may enter up to three pieces. Cash prizes will be awarded. The exhibit and reception are free and open to the public.

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209 9th St W
Bradenton, FL 34205

941-746-2862
artcentermanatee.org



go with the flow

EBlast

AN INTIMATE EVENING WITH



Mary Whyte

JANUARY 13, 2016

5:00-8:00PM

Join us as we welcome Mary Whyte to ArtCenter Manatee.

Whyte is an artist, teacher and author whose figurative watercolor paintings have earned international recognition.

Whyte was one of ten watercolor artists of the world invited to the China and Foreign Countries International Watercolor Summit at the Nanning Art Gallery in Nanning China, October 2013. We are honored to welcome Mary to ArtCenter Manatee and hope you'll join us for a delightful evening of great art, conversation, heavy hors d'oeuvres, wine & beer and an opportunity to meet and talk with Mary Whyte. Please reserve early.

Guest Artist

Mary Whyte

American Watercolorist

Portrait & Still Life in Watercolor with Mary Whyte

Join internationally known Mary Whyte for an intimate class open to students from the still life as well as the portrait. Mary will demonstrate how to provide one-on-one instruction, ability to mix clean colors, drawing, create dynamic compositions, assess better value, and provide valuable tips on marketing your work. A lifetime class!

Workshop: January 12-13, 2016
ACM members

Exhibit: Mary Whyte
Jan 12- Feb 1, 2016
5:00-7:00pm

Special Event: Mary Whyte (Seating)
6:00-8:00pm
members

Mary Whyte

Special Event



Special Event: An Intimate Evening with Mary Whyte
January 13, 2016, 5:00-8:00pm

Join us as we welcome Mary Whyte to ArtCenter Manatee. Whyte is an artist, teacher and author whose figurative watercolor paintings have earned international recognition. Whyte was one of ten watercolor artists of the world invited to the China and Foreign Countries International Watercolour Summit at the Nanning Art Gallery in Nanning China, October 2013. We are honored to welcome Mary to ArtCenter Manatee and hope you'll join us for a delightful evening of great art, conversation, heavy hors d'oeuvres, wine & beer and an opportunity to meet and talk with Mary Whyte. Please reserve early.

Workshop attendees: \$55, ArtCenter Manatee members: \$75, Non-members: \$100

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*Discover
all the
treasures of
Bradenton*

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Exhibit Sponsorship



Award funding	\$22,500
Multiple jurors for mixed media exhibits	\$2,500
Cater special receptions	\$3,500
Local print advertising for exhibits	\$12,595
Regional advertising for 1 national exhibit	\$3,000
Shipping to bring 1 national show in/out	\$4,500
Postcards mailings for exhibits	\$5,200
Online Call to Artists service	\$300
Banners for outside	\$1,000
Wall vinyl for galleries	\$550
Total Exhibits	\$55,645

Exhibit Sponsorship Benefits



Signature Sponsor - \$20,000 & Above

- Prime sponsor recognition on paid advertising, banners and ACM web page during year
- Use of ArtCenter Manatee for two organizational events
- 1-year friend membership to ArtCenter Manatee
- Team-building event at the ArtCenter
- Private reception and tour at the ArtCenter
- Direct link from ArtCenter Manatee website
- Full or half-page ad in all printed exhibit programs
- Weekly promotional posting on social media during exhibits
- Name on Marque during reception

Benefits are customized to maximize your investment

Education



Over 340 classes are offered for adults of all ages and children ages 4-15. Among the offerings are painting, watercolor, drawing, pottery, photography, mosaics, jewelry and kids art. Instructors are not only experienced teachers, they are professional artists in their fields. Each season we serve over 5,000 adult students and about 500 youth.

*The arts help you
build market share,
enhance your
brand, and reach
new customers.*

The pARTnership Movement

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Education Goals:

- Be the premier center for visual arts education in Manatee County with a national following.
- Increase draw of tourists, residents and other visitors to the ArtCenter and the community.
- Maintain and expand ArtCenter Manatee's reputation as the premier visual arts center in Manatee County.
- Build on Manatee County's reputation as a vibrant arts community.

CLASSES & WORKSHOPS 2015-2016 FALL/WINTER

painting drawing photography
kidsart mosaics pottery jewelry
more



ArtCenter
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Mary Whyte
Special Event



Special Event: An Intimate Evening with Mary Whyte

January 13, 2016, 5:00-8:00pm

Join us as we welcome Mary Whyte to ArtCenter Manatee. Whyte is an artist, teacher and author whose figurative watercolor paintings have earned international recognition. Whyte was one of ten watercolor artists of the world invited to the China and Foreign Countries International Watercolour Summit at the Nanning Art Gallery in Nanning China, October 2013. We are honored to welcome Mary to ArtCenter Manatee and hope you'll join us for a delightful evening of great art, conversation, heavy hors d'oeuvres, wine & beer and an opportunity to meet and talk with Mary Whyte. Please reserve early.

Workshop attendees: \$55, ArtCenter Manatee members: \$75, Non-members: \$100



Tactic 1:

- Increase number of students that travel to Bradenton to take special workshops with instructors of national/international repute. Using our Jan 2016 Mary Whyte 2-day watercolor workshop as an example: Promoted 6 months out, the Workshop is full with students and the instructor coming from 5 states for a 3-4 day stay. We will also have an evening event and an exhibit of her work, further drawing residents and tourists.

Education Promotion

- Catalog - Print & Online
- Print & Online Calendars
- Web Banners
- Web Pages
- EBlasts
- Weekly Enewsletter
- Social Media
Facebook, Twitter, Pinterest
- Posters & Programs
- Exterior banners
- Press Releases



Guest Artist *Mary Whyte* American Watercolor Artist

Portrait & Still Life in Watercolor
with Mary Whyte

Join internationally known watercolor artist Mary Whyte for an intensive and fun two day class open to students of all levels. Working from the still life as well as the live model, Mary will demonstrate each day as well as provide one-on-one assistance. Increase your ability to mix clean color, get a more accurate drawing, create dynamic compositions, and assess better values, as well as glean valuable tips on setting up a studio and marketing your work. Don't miss this once-in-a-lifetime class!

Workshop: Jan 13 & 14, 9:00am to 4:00pm.
ACM members \$495 Non-members \$545

Exhibit: Mary Whyte: A Portrait of Us.
Jan 12- Feb 19. Opening Reception Jan 14,
5:00-7:00pm.

Special Event: An Intimate Evening with Mary Whyte. (See above description.) Jan 13,
6:00-8:00pm. Workshop attendees: \$55, ACM
members: \$75, Non-members: \$100.





Guest Artist
Cecilia Jonsson-Bisset



Add Drama To Your Painting I-A

Thursday & Friday 10:00-3:00

This informal workshop is for anyone with a little experience using watercolors, focusing on how to add interesting effects, texture & drama to your work. We'll go over various materials, I'll show you "tricks" & unusual additions to achieve certain effects. I'll also demonstrate incorporating pastels. The 2nd day we will do a painting using these techniques.

Session 1: Mar 24 & 25
\$150 ACM members \$200 non-members

ArtCenter Manatee Presents a

SPECIAL WORKSHOP *with guest artist John Cheer*

Discover What Is Possible With Clay

Saturday & Sunday 9:00-5:00
Beginner to Intermediate

Day 1: Approach clay differently! John will help you discover and realize your own project. Learn different hand-building and texture-making techniques that will inspire you to go deep into the clay. Faces, flowers, magic jars? It is all possible.

Day 2: Have you ever tried to throw on the wheel and been quickly discouraged?

In this workshop, you will be centering the clay in seconds and on your way to creating forms. Are you already pretty good at centering? I can help you make larger forms, while using so-called mistakes as part of the search for your own style. Clay & firing included. One hour lunch break.

Session 1: Mar 5 & 6

\$325 ACM members
\$375 non-members



Education Sponsorship



Instructor fee for a 2-day workshop	\$4,400
Airfare/Travel expenses*	\$300
Meal & incidental expenses8, 3-days @ \$60	\$180
Hotel 2 nights* @ \$199	\$398
Class refreshments, 20@\$15	\$300

Education Per Workshop	\$5,578
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Education Sponsorship Benefits

Education Sponsor - \$5,000

- Prime sponsor recognition on paid advertising and ACM web page during the workshop period
- Use of ArtCenter Manatee for one organizational event – reception or team-building
- 1-year family membership to ArtCenter Manatee
- Half-page ad in exhibit programs for one year
- Promotional posting on social media during workshop

Benefits are customized to maximize your investment



*When you partner
with local arts, you
partner with the
whole city.*

The pARTnership Movement

Events



Events are designed to connect to and engage the community in creative, fun activities. From a fine arts festival that draws about 10,000 visitors to an art fair at the Bradenton Area River Regatta to a monthly Nights Out, our activities draw upwards of 20,000 visitors every year. They bring people to the ArtCenter as well as into the community.

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Events Goals:

- Increase our engagement with the community.
- Raise 'Friends' and funds.
- Increase draw of tourists, residents and other visitors to the ArtCenter and the community.
- Maintain and expand ArtCenter Manatee's reputation as the premier visual arts center in Manatee County.
- Build on Manatee County's reputation as a vibrant arts community.

A graphic for the 'Snatch It!' event. It features a black hand with a red gemstone ring and a gold chain, reaching out to grab a red square with the letters 'IT!' in white. The word 'Snatch' is written in a large, black, cursive font. The background is a gradient of yellow and white.

You're Invited!

art (& more) for grabs!

Space goes fast! Grab yours now!

March 5, 2016, 6-10pm

Tickets: 941-746-2862 or
www.artcentermanatee.org

ArtCenter
manatee

Snatch It! ad



***2015 Fine Arts Festival Best of
Show Winner***

Tactic 1:

- Increase advertising to increase participation and attendance at events;
- Increase award money for art fairs to draw a larger more diverse group of artists and to draw from a broader area.
- Use national call to artists service to recruit artists for fairs from a broader area, both in and out of Florida

Exhibit Promotion

- Print & Online Ads
- Print & Online Calendars
- Web Banners
- Web Pages
- Call to Artists
- EBlasts
- Weekly Enewsletter
- Social Media
Facebook, Twitter, Pinterest
- Posters
- Exterior banners
- Press Releases
- Catalog Ads





Glass & Clay Sting Ray by John Cheer



River Regatta

Call to Artists

Feb 6, 2016, 11:00-6:00pm

Riverwalk in Bradenton

One of Manatee County's largest
events! Be seen by 30,000+ people

Boat Races, Jet Skis

Food, Music,

Kids Zone &

ART

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Calling All Artists

FINE ARTS FESTIVAL
presented by
ArtCenter Manatee

Feb 27 & 28
Downtown Bradenton

All Media, Juried Show
Awards

Food, Music, Parking



Katherine Kaya Pendant

941-746-2862
artcentermanatee.org



Facility Rental



Casual or elegant.
Always fun & affordable.

Our galleries provide the perfect backdrop to your event. From business receptions, to team-building events, birthday parties or weddings, we'll design a package that fits your budget and exceeds your expectations.

Contact Christina: 941-746-2862,
christina@artcentermanatee.org

**Discover your
inner artist**

FREE Open House

ArtCenter
manatee

June 13, 10-3

Learn from the Pros

*Demos & hands-on
exercises*

Fridays 7-9pm

NIGHTS *Out*

*Creative fun
for everyone!*

Zentangle
Gyotaku Fish Print
Mosaic Jewelry
Collage Painting
Glamorous Selfie
Holiday Cards
Painted Glasses
Personal Journal
Copper Pendant
Mosaic Wine Stoppers
& More

\$35

*Includes all supplies, wine or beer
& light snacks. Must be 21 or older.*

*Call 941-746-2862 or visit
artcentermanatee.org/events*

Event Sponsorship



Fine Arts Festival	\$9,230
Nights Out	\$350
Facility Rental Advertising & Postcard	\$1,980
Reception advertising for national show	\$550
Snatch It!	\$4,500
Open House Advertising	\$1,200
 Total Events	 \$17,810

Event Sponsorship Benefits



Event Sponsor - \$7,500 & Above

- Prime sponsor recognition on event advertising, banners and ACM web page during year
- Use of ArtCenter Manatee for one organizational reception
- 1-year family membership to ArtCenter Manatee
- Use of ArtCenter for one team-building event
- Direct link from ArtCenter Manatee website
- Full or half-page ad in all printed event programs
- Weekly promotional posting on social media during events
- Name on Marque during event

Benefits are customized to maximize your investment

*Employees want to
live and work in a
vibrant community*

The pARTnership Movement

Gifts



Artists' Market Gift Shop features the work of over 150 local and regional artists, providing them an outlet for their work while offering residents and visitors a source of unique, handcrafted gifts. Gifts are available in all price ranges and there is something to suit every shopper. Market sales support the artist, the ArtCenter and contribute to the local economy.

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Market Goals:

- Be the premier source of handcrafted gifts in Manatee County.
- Increase draw of tourists, residents and other visitors to the ArtCenter and the community.
- Maintain and expand ArtCenter Manatee's reputation as the premier visual arts center in Manatee County.
- Build on Manatee County's reputation as a vibrant arts community.





Tactic:

- Increase advertising to draw more customers focusing on holidays from Mother's Day to winter holidays.
- Increase shopping by tourists.

Buy Local!

For every \$100 you spend at a locally owned business, \$68 will stay in the community. What happens when you spend that same \$100 at a national chain? Only \$43 stays in the community.

Market Promotion

- Print & Online Ads
- Online Calendars
- Web Banners
- Web Pages
- EBlasts
- Weekly Enewsletter
- Social Media
Facebook, Twitter, Pinterest
- Posters
- Exterior banner
- Press Releases
- Catalog Ads



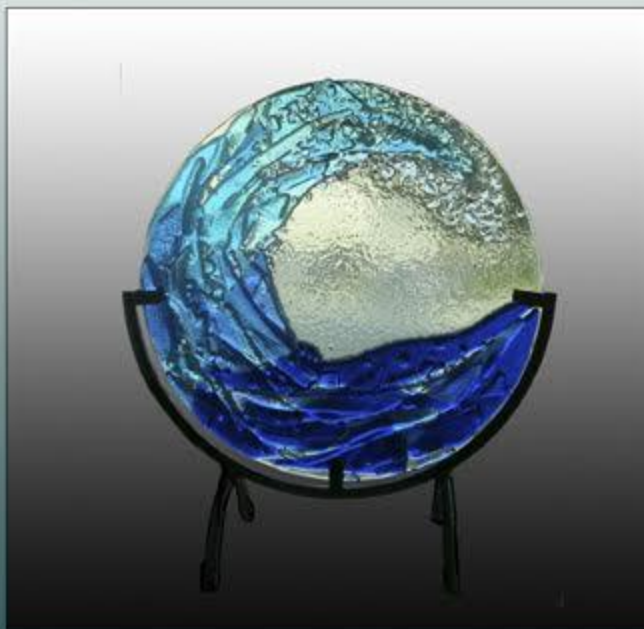


HANDCRAFTED GIFTS
ARTFUL HOLIDAYS
DECEMBER 10-12



Happy Mother's Day

Shop the Artists' Market for a unique
handcrafted gift, made with love, for the Mom you love.



Artistsmarket
Gallery Boutique

ArtCenter Manatee . 209 9th St W, Bradenton, Fl 34205
941-746-2862 . www.artcentermanatee.org



Finely Handcrafted Jewelry & Gifts



Shop Local.
Shop Handcrafted.
Shop Artists' Market.

Market Sponsorship



Quarterly advertising
Holiday Advertising

\$2,200

\$2,000

Total Market

\$4,200

Market Sponsorship Benefits

Market Sponsor - \$500

- Prime sponsor recognition on paid advertising, banners and ACM web page during year
- Direct link from ArtCenter Manatee website

Benefits are customized to maximize your investment



Sponsorship Summary

Exhibits	\$55,645
Education	\$5,578
Events	\$17,810
Gifts	\$4,200

Physical Plant

Landscaping and outside lighting	\$4,500
Lighting Reid Hodges Gallery	\$1,500

Total Sponsorship	\$89,233
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ArtCenter
manatee



Exhibits
Education
Events
Gifts

For more information:

Cathy Mijou, Development Coordinator
Carla Nierman, Executive Director

941-746-2862
www.artcentermanatee.org

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