



# SPONSORSHIP PROPOSAL

**connect your business to community**

We're thrilled to invite your business to join us as a sponsor for CitySpace's impactful programming in 2025. In 2024, CitySpace hosted 150 events at Old Town Hall, including the transformative Pay It Forward program, and community-driven events in the Blue Room. Audiences come from the region and beyond including Hartford, Brattleboro, Worcester, and Boston. We've expanded access to artistic spaces and experiences in Easthampton for the region.

**This year, sponsors can directly support specific programs, including:**

- CitySpace Bluegrass/Pop-Up Markets: Free events during Art Walk that bring the community together.
- Pay It Forward Program: Providing artists with free rehearsal and performance space.
- Partners in Performance: Dynamic onstage collaborations featuring local and touring performers.

Your tax-deductible sponsorship will not only amplify these programs but also showcase your business's commitment to fostering a vibrant, creative community. Sponsors are featured in our marketing efforts and gain recognition as champions of arts and culture in the 413 region.

Thank you for investing in the arts and the future of our community!

## CHOOSE YOUR SPONSORSHIP FOCUS



D-Edits

### CitySpace Bluegrass

A monthly jam circle for pickers, singers, and strummers. CitySpace Bluegrass gets hopping on the first Saturday of each month from 4-7 PM and coincides with Pop-Up Markets and gallery exhibitions during Art Walk. Free and open to all.

Supports 11 shows from February through December.



Jeremy Anderson

### Pay It Forward Program

Pay It Forward offers low-income and underrepresented artists from Hampden, Hampshire, and Franklin counties free access to the Blue Room to create, rehearse, and perform. It also provides stipends, coaching, and peer-learning opportunities, fostering skill-building, community connection, and cultural access.

Supports 10-15 ticketed performances August - December.



Darren port

### Partners in Performance

CitySpace collaborates with local and touring musicians and performers to co-create shows in the Blue Room. Last year, we welcomed renowned and emerging artists as well as beloved regional acts. These performances bring diverse audiences into Old Town Hall, connecting our region to exceptional performances and solidifying CitySpace as a cultural hub.

Supports 8-10 ticketed performances through December.

## Which series can we count your support?

For more information about sponsoring CitySpace's events, contact [bmaxey@cityspaceeasthampton.org](mailto:bmaxey@cityspaceeasthampton.org)



# SPONSORSHIP LEVELS

## PRESENTER: \$10,000

- Exclusive recognition as the Presenting Sponsor
- Coverage in the CitySpace newsletter (2,000+ distribution)
- Promotion on CitySpace event page
- Prominent logo display on print media
- Marketing takeaway opportunity at venue
- Recognition on social media
- Complimentary package of 10 tickets
- Pre and Post event thank you recognition in newsletter & social media
- Mention in all press releases

## PARTNER: \$5,000

- Logo recognition at the event
- Coverage in the CitySpace newsletter (2,000+ distribution)
- Promotion on CitySpace event page
- Prominent logo display on print media
- Marketing takeaway opportunity at venue
- Recognition on social media
- Complimentary package of 8 tickets
- Post event thank you recognition in newsletter & social media

## COLLABORATOR: \$2,500

- Logo recognition at the event
- Coverage in the CitySpace newsletter (2,000+ distribution)
- Promotion on CitySpace event page
- Logo display on print media
- Recognition on social media
- Complimentary package of 6 tickets

## SUPPORTER: \$1,000

- Logo recognition at the event
- Coverage in the CitySpace newsletter (2,000+ distribution)
- Promotion on CitySpace event page
- Logo display on print media
- Recognition on social media
- Complimentary package of 4 tickets

## FRIEND: \$500

- Logo recognition at the event
- Promotion on CitySpace event page
- Business listing on print media
- Complimentary package of 2 tickets



## ABOUT CITYSPACE

CitySpace is a community-driven center for the arts centrally located in downtown Easthampton in the historic Old Town Hall. It is a place for creative possibility and meaningful connections across communities in western Massachusetts.

A 501(c)(3) nonprofit organization, CitySpace, restores, preserves, and manages Old Town Hall as a center for the arts for the City of Easthampton and Western Massachusetts.

Make your tax-deductible donation to CitySpace. Mail to: 50 Payson Ave., Easthampton, MA 01027 or [cityspaceeasthampton.org/sponsor](http://cityspaceeasthampton.org/sponsor)

