

YOU ARE INVITED TO SUPPORT:



AN ALL-AGES, MULTIMEDIA S.T.E.A.M. EXHIBIT

WED, SEPTEMBER 20 - TUE, OCTOBER 31, 2023

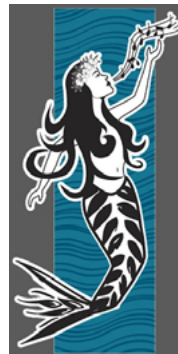
265 Emmett St. E, Battle Creek, MI 49017

PRESENTED BY

TITLE SPONSORS



ART CENTER
of Battle Creek



**a Mermaid
Affair™**
CELEBRATION
OF Water

BE A WATER HERO!

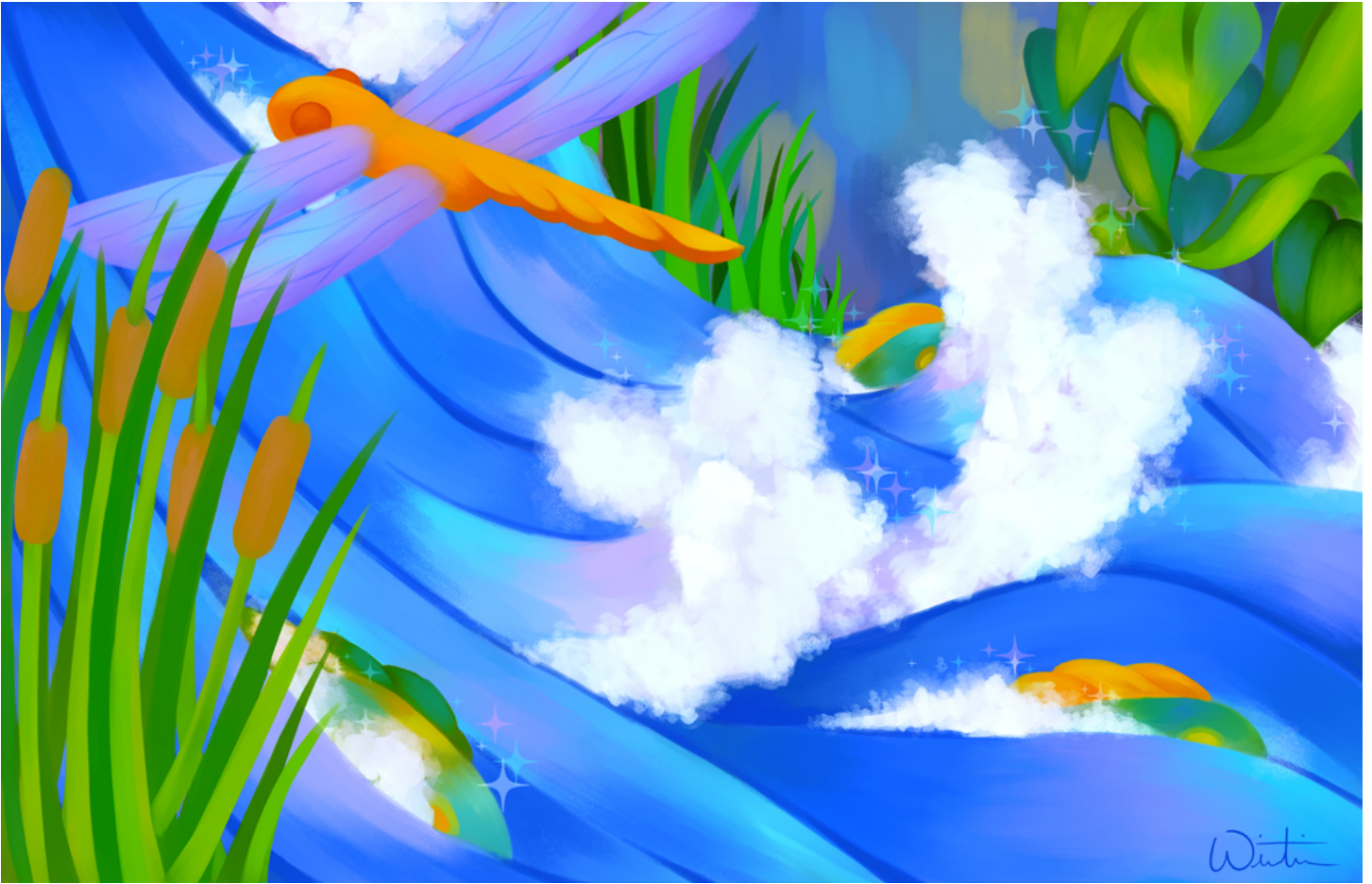


EXHIBIT DESCRIPTION

An All-Ages, Multimedia S.T.E.A.M. Exhibit

S.T.E.A.M. = science, technology, engineering, arts and math

Arts can provide non-partisan and thought-provoking content. This Fall 2023 six-week-long exhibit will present diverse artworks from local and national artists, along with events, activities, info & resources that may inspire enjoyment, protection & conservation of water locally & globally.

Artworks will showcase *videos, photography, renderings, pop art, sculptures, paintings, textile/fiber art, cultural water rituals & more.*

BE A WATER HERO!



NEED FOR WATER HEROES. WHY NOW?

We're fortunate, in Michigan, USA, to be a Great Lakes State with ample fresh water throughout, available for myriad purposes.

Water conservation, quality and accessibility issues are news headlines all over the world daily.

Even Michigan has instances of water polluted with lead in Flint & Benton Harbor; a prior significant oil spill in our Battle Creek rivers; and on-going community water boil advisories for occurrences of temporary contamination.

In a connected planet, where:

- household or industrial trash and waste are sometimes dumped in water
- the ingredients for food & beverages are sourced from everywhere
- droughts or flooding may affect water availability or quality
- ships/boats may unintentionally spread invasive species
- diseases can be spread quickly by travel & contact

...it is vital to ensure that our local & world water resources are clean, accessible & affordable for all.

We need everybody to be a Water Hero!



PROPOSED MARKETING

REACH OUR AUDIENCES



On-line viewers and direct media reach to 200,000 unique viewers self-identified as S.T.E.A.M., water, art, or mermaid enthusiasts.

In-Person visitors at the Art Center of 3,500 including:

- Battle Creek/Calhoun County educators;
- artists/creatives/makers & art educators;
- pre-K-12th grade students (public, private & homeschoolers);
- college students (undergraduate and graduate); life-long learning;
- Residents of Battle Creek/Calhoun County and West Michigan;
- General Public-Michigan that work/visit Battle Creek/Calhoun County.

VIA ADS, ARTICLES, INTERVIEWS

Newspapers: Battle Creek Enquirer, Battle Creek Shopper News, Senior News, etc.

Tourist Orgs: Calhoun County Visitors Bureau, Pure Michigan, West MI Tourist Association

Magazines: Scene, Second Wave Media, Revue, Encore, Excelsior, MetroParents

Radio: National Public Radio (NPR); other selected radio stations

TV Stations: PBS, WoodTV-8; WWMT-TVCh3; Fox17, AccessVision

OTHER FORMS OF OUTREACH

- direct invites via word of mouth, email & social media
- social media posts and ads, digital media ads & banners
- cross-marketing with sponsors & community events
- billboards, electronic scrolling signs, posters, signage
- bus and bus stop placards, laundromat flyers
- restaurant placemats, pizza box tops
- water utility bill enclosures, cinema screen ads
- teacher flyer distribution for students & families
- souvenir capes with "Be A Water Hero!" image

GOALS

Experience activities & key artworks where artists interpret & share stories of water themes using dynamic & different mediums.

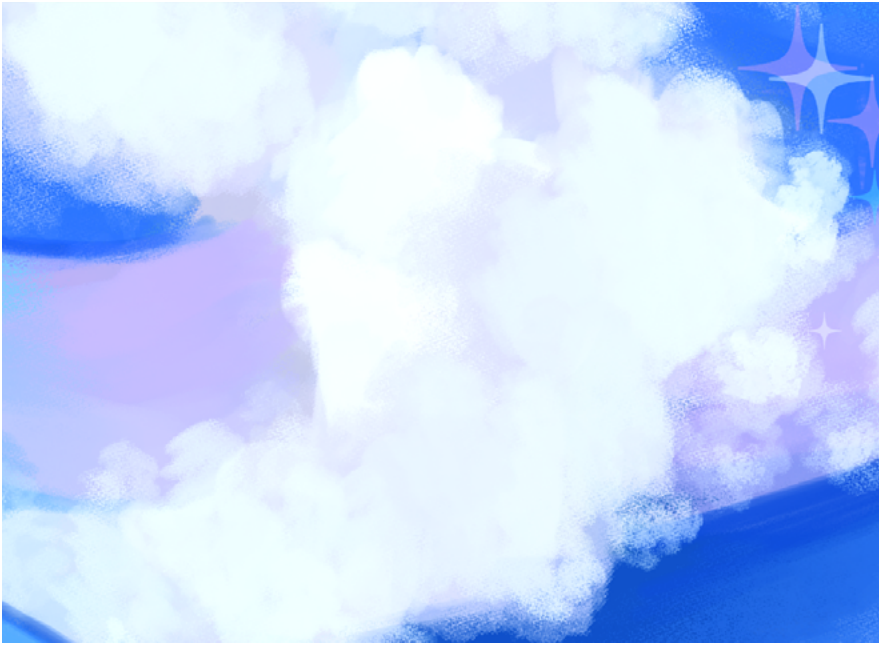
Spark lively, yet respectful conversations about issues that affect water and actions that help it.

Make relevant art and educational (STEM) resources available for all ages.

Ask individuals/businesses/orgs to share how to **Be A Water Hero!**

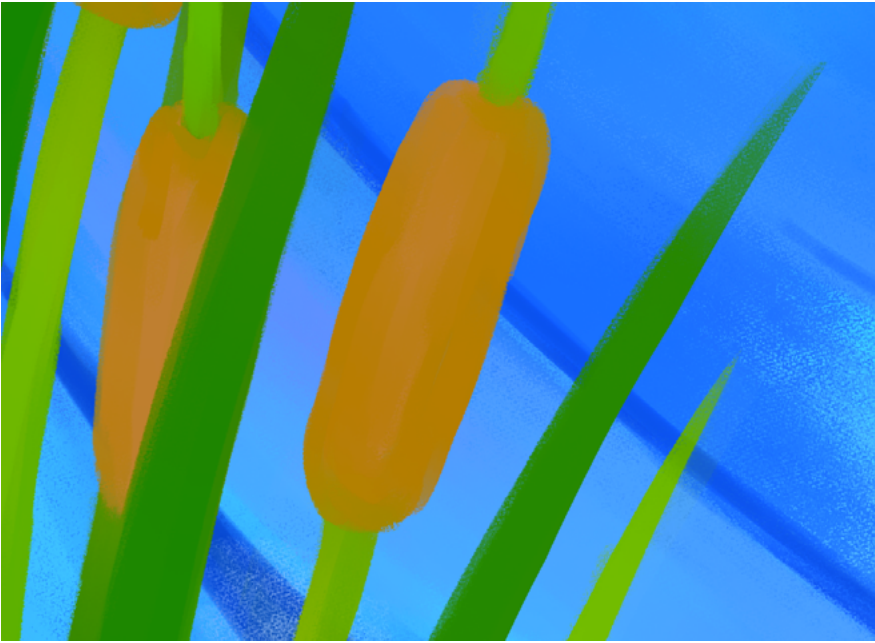
ANTICIPATED OUTCOMES/POTENTIAL IMPACT

- 1) Highlight the importance of water on our planet and in our daily lives.
- 2) Show how art can provide community exposure to & engagement in water issues and encourage conservation.
- 3) Outline community, government & educational water ecosystems.
- 4) Display water-related art, tech, design, products, and services.
- 5) Recognize water's role in nutrition, hygiene, sanitation & health.
- 6) Know how water is used for commercial & industrial purposes like energy & transportation.
- 7) Give tips to save water & money at home & workplaces.
- 8) Highlight water-related jobs/careers.
- 9) Increase tourism to Battle Creek & Calhoun County for attractions like golfing, boating, fishing or swimming at water parks and beaches.
- 10) Inspire residents & visitors through beauty and enjoyment of "water-y" public art such as sculptures, parks, gardens, fountains, seasonal planters, public sprinklers.
- 11) Sustain or grow waterfront & community property values.



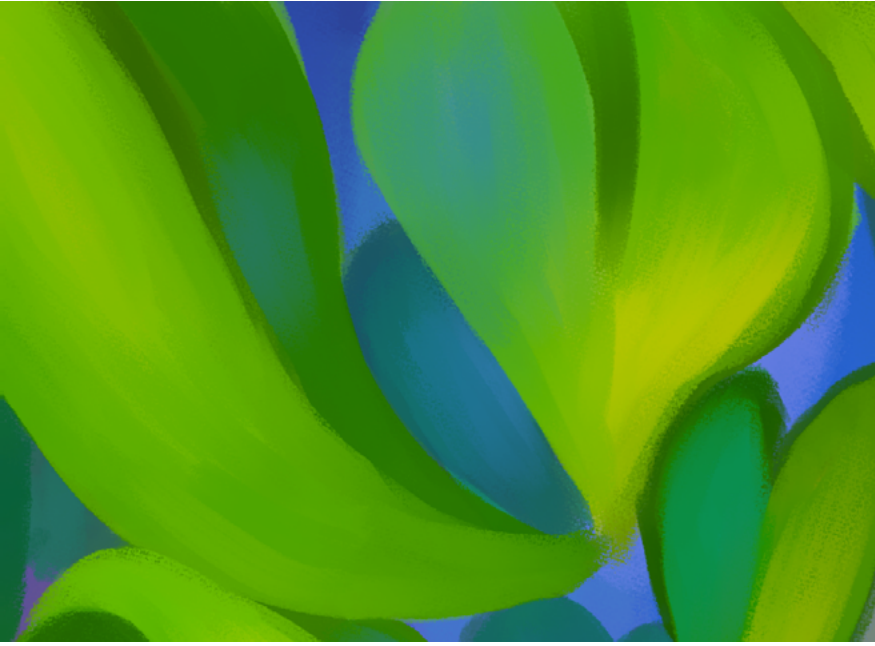
MIGHTY WATERS SPONSOR - Sept \$3,000 and/or BIG WAVES SPONSOR - Oct \$5,000

- Customized Offering Can Be Created for You.
- Sponsor Spotlight on Social Media.
- Visual Sponsor Display at Exhibit.
- Exhibit Invitations for All Board, Staff, and Clients.
- Sponsor Promotional Items Can Be Shared with Visitors.
- Award Photo Opportunity.
- Relevant Photos From Exhibit (with visitor permission) for use in your company/organization's internal and external newsletters, reports, and social media.
- Onsite Facilitated Team Building Activity.
- Onsite Self-guided Team Building Activity/ies.
- Offsite Self-guided Team Building Activity/ies.



WATER PROTECTOR SPONSOR - Designated Week \$1,000
or CONSERVATIONIST SPONSOR - Selected Day \$200

- Sponsor Spotlight on Social Media.
- Visual Sponsor Display at Exhibit.
- Exhibit Invitations for all Board, Staff, and Clients.
- Sponsor Promotional Items Can Be Shared with Visitors for Sponsored Week.
- Relevant Photos from Exhibit (with visitor permission) for use in your company/organization's internal and external newsletters, reports, and social media.



ENTHUSIAST SPONSOR - \$100 to \$1,000+

Theme: S.T.E.A.M, Water or Mermaids

- Sponsor Spotlight on Social Media.
- Visual Sponsor Display at Exhibit.
- Exhibit Invitations for All Board, Staff, and Clients.
- Sponsor Promotional Items Can Be Shared with Visitors.
- Relevant Photos From Exhibit (with visitor permission) for use in your company/organization's internal and external newsletters, reports, and social media.

NOTE: If Contribution Is Above \$1,000 Then a Customized Offering Can Be Created for You.



GREAT SPLASHES SPONSOR - \$100 to \$1,000+ **Special Event/Activity**

(e.g. arts, agriculture, careers, DEI, ecology/environment, economic development, education, decor, fitness, food, health, recreation, sustainability, travel, tech, wellness, workforce development)

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- Visual Sponsor Display at Exhibit.
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RAIN DROP SPONSOR - \$5+

Individual/Groups/Biz/Orgs

(corporate matching grants welcome)

If you want to designate a contribution in honor/recognition of or in memory of a Water Hero, person, organization or initiative, please do.

Examples:

\$250 in honor of the Art Center of Battle Creek

\$100 in honor of my local conservation group or body of water (Gull Lake)

\$50 in honor of author & celebrity Matt Damon; Dr. Mona Hannah-Attisha

\$15 in memory of my fav fisherman, kayaker, mermaid, water photographer

Public or Private Appreciation Acknowledgements.

(online and on exhibition-signage)

TO CONTRIBUTE/DONATE:

Pay On-Line with Credit Cards/Debit Cards:

[Donate \(artcenterofbattlecreek.org\)](http://artcenterofbattlecreek.org)

Checks Written To:

Art Center of Battle Creek

Write in Memo Section: Be A Water Hero Exhibit Sponsor
- e.g. Rain Drop, Conservationist, Art/Exhibit Enthusiast, etc.

Sent To:

265 East Emmett Street, Battle Creek, MI 49017

**All Contributions Will Be Acknowledged by
the Art Center of Battle Creek**

www.artcenterofbattlecreek.org

For more info:

Michelle Frank, Exhibit Coordinator (269) 578-3726

info@a-mermaid-affair.com

THANK YOU!