# Become a Individual Sponsor of CANAL CONVERGENCE THE POWER OF PLAY

NOVEMBER 3-12, 2023 AT THE SCOTTSDALE WATERFRONT



# Illuminate the Community + Contribute to Cutting-Edge Artistic Innovation

Your passion for public art and generous support as a sponsor of Canal Convergence has a resounding ripple effect on the community, providing enriching exposure to world-class art to thousands of residents and visitors of Scottsdale; education opportunities to local students; employment for artists, and art handlers; and significant contribution to tourism and the economic vitality of our city.

Canal Convergence is an internationally recognized, free, 10-night public art event in November at the Scottsdale Waterfront. This entirely outdoor, immersive event features large-scale, light-based artworks created by local, national, and international artists, as well as educational workshops, family-friendly activities, live music and dance performances, augmented reality, beer and wine garden, food trucks, and more!

#### **Highlights from Canal Convergence 2019**

- 100,000+ people immersed themselves in the interactive artworks, tours, performances, and workshops.
- 500+ students participated in the event activities.

# Highlights from Canal Convergence 2020

Canal Convergence 2020 allowed visitors to experience public art while also safely adhering to COVID-19 pandemic protocols.

- 60,000+ people visited Canal Convergence in its distanced format, safely driving or walking to eight different public art sites in a 3-square-mile location.
- 1.5 million social media impressions generated.
- 40+ virtual programmatic art elements were presented by local, national, and international artists.

# Highlights from Canal Convergence 2021

With COVID-19 pandemic restrictions eased and distribution of the vaccine, 2021 saw a successful return to the Waterfront.

- 140,000+ people immersed themselves in the interactive artworks, tours, performances, and workshops.
- 250,000+ page views of CanalConvergence.com.
- 1.6 million social media impressions generated.
- 19 local businesses signed up as Canal Convergence Featured Partners, allowing visitors to enjoy discounted food, beverages, and retail items of local merchants.

## **Highlights from Canal Convergence 2022**

In 2022 Scottsdale Arts celebrated the 10-year anniversary of the event by inviting new and past Canal Convergence artists to create artworks based on themes from the past years.

In addition to inviting past fan-favorite artists to return, Canal Convergence also recreated some of its most well-received workshops and activities from the past ten years. Some of this programming included mobile screen printing, artist-led waste container painting workshops with Scottsdale Solid Waste, the One Water Brewing Showcase with Scottsdale Water, and more!

- 150,000+ people immersed themselves in the interactive artworks, tours, performances, and workshops.
- 1.7 million social media impressions generated.
- 65+ programmatic art elements were presented by local, national, and international artists.
- 5,000+ workshop participants
- 60+ published Canal Convergence mentions by local, national, and international news outlets.
- First expansion of the Canal Convergence footprint since 2020 with a satellite artwork location inside the Scottsdale Fashion Square.



# 2023 Theme: The Power of Play

With interactivity being one the enduring themes of the Canal Convergence, concepts and acts of play have always had an important role in the public's experience of the event artworks. For 2023, Scottsdale Arts is taking the "power of play" concept to the next level by commissioning large-scale, light-based, temporary public artworks that require acts of play or speak to play's ability to unite people across all ages, genders, and cultures through shared experience.

Over the course of 10 nights, visitors will experience the following:

- Large-scale, light-based public artworks and augmented reality artworks on view at the Scottsdale Waterfront.
- Canal Convergence Information booth, The Store @ Canal Convergence, Salt River Project, City of Scottsdale and additional partner booths at the Community Roundabout.
- The return of the One Water Brewing Showcase; a partnership with Scottsdale Water and local breweries to create and serve beer made from recycled water.
- Live music at the Herberger Stage every night of the event.
- Site-specific dance performances that often include direct interactions with the public artworks.
- Family-friendly activities and workshops at the Innovation Zone.
- Nightly fire shows by Walter Productions.
- Guided tours of the Canal Convergence artworks with Scottsdale Arts staff.
- And more to come!





# Individual Sponsorship Levels and Benefits

Below you will find our principal individual sponsorship levels and benefits for monetary and in-kind value contributions. Options for benefit customization are available upon request.

#### World Class Sponsor – \$50,000

- "Behind the Scenes" tour of Canal Convergence artwork before public viewing and after-viewing cocktail reception (off site) with director, CEO for up to 12 people.
- Invitations to Scottsdale Arts' hosted VIP night for up to 30 people.
- 30 complimentary drink tickets and food vouchers (1 food item).
- Curator-led tour of Civic Center Library exhibition(s).
- 30 complimentary tickets to selected Canal Convergence workshops.
- Song selection opportunity from curated list for a fire show on the night of your choosing.
- 30 unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA).
- Complimentary tickets for up to 30 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.

- Name included on key on-site signage and banners, including prominent placement on event sponsorship signage.
- Name recognized in relevant event promotional material and advertising, including newspapers, magazines, postcards, collateral materials, and website promotions for Canal Convergence (opportunities contingent on space available in advertisements).
- Name recognized on Canal Convergence website on the footer of every page, as well as prominent placement on sponsor webpage with link to sponsor website.
- Prominent name placement in all Canal Convergence marketing emails to Scottsdale Public Art's subscribers and select social media blasts.
- Private tour of Scottsdale Arts campus.

## Title Sponsor – \$25,000

- "Behind the Scenes" tour of Canal Convergence artwork before public viewing and after-viewing cocktail reception (off site) with director, CEO for up to 6 people.
- Invitation to Scottsdale Arts' hosted VIP night for up to 15 people.
- 15 complimentary drink tickets and food vouchers (1 food item).
- Curator-led tour of Civic Center Library exhibition(s).
- 15 complimentary tickets to selected Canal Convergence workshop.
- 25 unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA).
- Complimentary tickets for up to 15 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.
- Name included on key on-site signage and banners, including prominent placement on event sponsorship signage.

- Name recognized in relevant event promotional material and print and electronic advertising, including newspapers, magazines, postcards, collateral materials, and website promotions for Canal Convergence (opportunities contingent on space available in ads).
- Name recognized on Canal Convergence website through prominent placement on sponsor webpage and additional key event webpage(s) with link to sponsor website.
- Prominent name placement in select Canal Convergence emails to Scottsdale Public Art's subscribers and social media blasts.
- Private tour of Scottsdale Arts campus.





#### Presenting Sponsor - \$10,000

- "Behind the Scenes" tour of Canal Convergence artwork before public viewing and after-viewing cocktail reception (off site) with director, CEO for up to 10 people.
- Invitation to Scottsdale Arts' hosted VIP night for up to 10 people
- Curator-led tour of Civic Center Library exhibition(s).
- 10 complimentary drink tickets and food vouchers (1 food item).
- 10 unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA).
- Complimentary tickets for up to 10 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.

- Name included on key on-site signage and banners, including placement on event sponsorship signage.
- Name recognized in event promotional material and key advertising, including newspapers, magazines, and website promotions for Canal Convergence (opportunities contingent on space available in ads).
- Name placement in select Canal Convergence emails to Scottsdale Public Art's subscribers and social media blasts.
- Name recognized on Canal Convergence sponsor webpage.
- Private tour of Scottsdale Arts Campus.

## Signature Sponsor – \$5,000

- Invitation to Scottsdale Arts' hosted VIP night for up to 6 people.
- 6 complimentary drink tickets and food vouchers (1 food item).
- 6 unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA).
- Complimentary tickets for up to 6 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.
- Name included in on-site event sponsorship signage.
- Name recognized in event promotional material where sponsors are listed.
- Name placement in "thank you" email to Scottsdale Public Art's subscribers and in sponsors "thank you" social media blast.
- Name recognized on Canal Convergence website sponsor webpage.
- Tour of Scottsdale Arts Campus.

## Supporting Sponsor – \$2,500

- 4 complimentary drink tickets and food vouchers (1 food item).
- 4 unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA).
- Complimentary tickets for up to 4 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.
- Name recognized in event promotional material where sponsors are listed.
- Name placement in "thank you" email to Scottsdale Public Art's subscribers and in sponsors "thank you" social media blast.
- Name recognized on Canal Convergence sponsor webpage.
- Tour of Scottsdale Arts Campus.





# Additional Sponsorship Opportunities (à la carte)

#### Sponsor an Artwork – \$5,000 (limited availability)

- 6 unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA).
- 6 complimentary tickets to a Canal Convergence workshop.
- Complimentary tickets for up to 6 people for a performance at Scottsdale Center for the Performing Arts or ticketed event at SMoCA.
- Name recognized in event promotional material where sponsors are listed.
- Name placement in "thank you" email to Scottsdale Public Art's subscribers and in sponsor "thank you" social media blast.
- Name recognized on Canal Convergence sponsor webpage.

## Sponsor a Scottsdale Arts Learning & Innovation Workshop – \$2,500 (limited availability)

- 4 unlimited annual guest passes to Scottsdale Museum of Contemporary Art (SMoCA).
- 4 complimentary tickets to a Canal Convergence workshop.
- Verbal "thank you" during workshops.
- Name placement in workshop promotional email.
- Name recognized in Canal Convergence promotional materials where sponsors are listed.
- Name placement in "thank you" email to Scottsdale Public Art's subscribers and in sponsor "thank you" social media blast.
- Name recognized on Canal Convergence sponsor webpage.

Marcus Pittaluga, individual giving manager, at 480-425-5353 or Marcusp@ScottsdaleArts.org to discuss opportunities and benefits today.

ScottsdaleArts.org | 7380 E Second Street, Scottsdale, AZ 85251