



MARKET YOUR BUSINESS



SUPPORT THE ARTS

LAST FRIDAYS & THE ART WALK • HANDMADE PARADE • SOLSTICE LANTERN WALK •  
MAKERS MARKETS • ARTCYCLE • GALLERY & GIFT SHOP • & MORE

Are you looking to elevate your brand, expand reach, and boost business? Partner with the Hillsborough Arts Council (HAC) through our [Business Sponsorship Program](#) and you'll achieve your company's marketing goals while supporting your community.

Gifts to HAC are tax-deductible and directly support arts programming in Hillsborough and Orange County, North Carolina, which is a proven driver of both tourism and our local economy.

When you allocate marketing dollars to support the arts, you're letting your customers and employees know that you care about their quality of life and access to cultural experiences. Plus, investing in the Hillsborough Arts Council ensures that our community can continue to attract strong leaders, support commerce, and grow tourism. We look forward to speaking with you soon!

**Contact us to discuss your options today:**

Heather Tatreau

Executive Director

[director@hillsboroughartscouncil.org](mailto:director@hillsboroughartscouncil.org)

(919) 643-2500

## HAC ANNUAL SPONSORSHIP OPPORTUNITIES

We offer scalable Sponsorship levels, so you can choose the gift amount and range of annual benefits that work best for your company. Looking to make an even bigger impact? Ask about our available add-on sponsorships and customizations.

### **\$10,000 - Hillsborough Benefactor**

- Recognition, VIP Benefits, Commissioned Art

### **\$5,000 - Churton Street Champion**

- Recognition, VIP Benefits, Commissioned Art

### **\$2,500 - Gold Park Incubator**

- Recognition and VIP Benefits

### **\$1,000 - River Walk Ally**

- Recognition and VIP Benefits

## \$10,000 - Hillsborough Benefactor

### Recognition:

- Year-round logo, name recognition, & hyperlink on HAC Supporters webpage
- Year-round logo recognition across all HAC website footers
- Logo inclusion in monthly HAC e-newsletters & quarterly donor newsletters
- Quarterly sponsor shoutouts in HAC social media & press packets
- Inclusion in sponsor signage at every HAC event & top-tier placement in sponsor signage at HAC's downtown Gallery & Gift Shop

### VIP Benefits:

- Eight tickets to annual HAC supporter celebration
- Hillsborough Arts Supporter swag bag
- Optional participation in one HAC event booth (subject to availability)
- Supporting sponsorship of one HAC program (subject to availability)

### Expanded 2024 Solstice Lantern Walk Benefits - Due by Tuesday, Nov. 26, 2024:

- Prominent name recognition on the Solstice webpage
- Inclusion in printed Solstice sponsor signage
- Inclusion on Solstice [Zimzoom](#) photo booth sponsor backdrop
- 2 Solstice Lantern Walk special edition hot chocolate mugs

**Commissioned Art:** A custom piece of artwork inspired by your home or business by artist Elaine O'Neil (\$600 value)

## \$5,000 - Churton Street Champion

### Recognition:

- Year-round logo, name recognition, & hyperlink on HAC Supporters webpage
- Year-round logo recognition across all HAC website footers
- Logo inclusion in monthly HAC e-newsletters
- Quarterly sponsor shoutouts in HAC social media & press packets
- Six tickets to annual HAC Supporter celebration
- Prominent inclusion in sponsor signage at HAC's downtown Gallery & Gift Shop

### VIP Benefits:

- Hillsborough Arts Supporter swag bag
- Optional participation in one HAC event booth (subject to availability)

### Expanded 2024 Solstice Lantern Walk Benefits - Due by Tuesday, Nov. 26, 2024:

- Prominent name recognition on the Solstice webpage
- Inclusion in printed Solstice sponsor signage
- Inclusion on Solstice [Zimzoom](#) photo booth sponsor backdrop
- 2 Solstice Lantern Walk special edition hot chocolate mugs

**Commissioned Art:** Mask artwork by acclaimed local artist John Claude Bemis (\$250 value)

## \$2,500 - Gold Park Incubator

### Recognition:

- Year-round logo, name recognition, & hyperlink on HAC Supporters webpage
- Quarterly sponsor shoutouts in HAC social media, e-newsletter, & press packets
- Inclusion in printed sponsor signage at HAC's downtown Gallery & Gift Shop

### Benefits:

- Four tickets to annual HAC Supporter celebration
- Hillsborough Arts Supporter swag bag
- Optional participation in one HAC event booth (subject to availability)

### Expanded 2024 Solstice Lantern Walk Benefits - Due by Tuesday, Nov. 26, 2024:

- Prominent name recognition on the Solstice webpage
- Inclusion in printed Solstice sponsor signage
- Inclusion on Solstice [Zimzoom](#) photo booth sponsor backdrop
- 2 Solstice Lantern Walk special edition hot chocolate mugs

## \$1,000 - River Walk Ally

### Recognition:

- Year-round name recognition & hyperlink on HAC Supporters webpage
- Semi-annual sponsor shoutouts in HAC social media, e-newsletter, & press packets
- Inclusion in printed sponsor signage at HAC's downtown Gallery & Gift Shop

### Benefits:

- Two tickets to annual HAC Supporter celebration
- Hillsborough Arts Supporter swag bag

### Expanded 2024 Solstice Lantern Walk Benefits - Due by Tuesday, Nov. 26, 2024:

- Name recognition on the Solstice webpage
- Inclusion in printed Solstice sponsor signage
- 2 Solstice Lantern Walk special edition hot chocolate mugs

**LEARN MORE & REGISTER YOUR BUSINESS AT:**

[www.hillsboroughartscouncil.org/sponsorship](http://www.hillsboroughartscouncil.org/sponsorship)



# ANNUAL SPONSORSHIP FORM

To maximize your marketing benefits, **please respond within 30 days.**  
Learn more at [www.hillsborougharts council.org/sponsorship](http://www.hillsborougharts council.org/sponsorship).

BUSINESS NAME: \_\_\_\_\_

RECOGNITION NAME (if different from above): \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_

FACEBOOK & INSTAGRAM: \_\_\_\_\_

**We require the following marketing materials within 1 week of receiving your sponsorship form in order to promote your business to HAC audiences:** Logo: Preferably a vector format (.eps, .ai, .pdf) or high resolution .png, .jpg Photo of Business: Interior or exterior shot, no text in image other than your sign. You may also provide a photo including staff. Minimum resolution 1500 x 1500 pixels.

## SPONSORSHIP LEVEL:

\$10,000 - Hillsborough Benefactor

\$5,000 - Churton Street Champion

\$2,500 - Gold Park Incubator

\$1,000 - River Walk Ally

*\*2024 Expanded Solstice Lantern Walk Benefits **due by Tuesday, Dec. 3, 2024.** Post-deadline sponsors will apply to 2025. Specific expanded benefits for 2025 are subject to change year to year.*

## THANK YOU!

Please mail and make checks payable to:  
Hillsborough Arts Council, 102 N Churton Street, Hillsborough, NC 27278



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LAST FRIDAYS & THE ART WALK • HANDMADE PARADE • SOLSTICE LANTERN WALK •  
MAKERS MARKETS • ARTCYCLE • GALLERY & GIFT SHOP • & MORE

## HILLSBOROUGH ARTS ADD-ON SPONSORSHIPS & CUSTOMIZATIONS

- Presenting sponsorship of HAC program of your choice (one presenting sponsor per program; subject to availability)
- Sponsorship of Gallery exhibition/event series (artist talks, pop-up events, exhibition openings)
- Sponsorship of food & beverage experience at a HAC event
- Sponsorship of workshop/arts education series (activity tables & classes in lead up to major events; 2-4 per year on average)
- Participation as a featured vendor at a HAC event
- Artist engagement/wine reception opportunities for employees and clients (2/yr)
- Exclusive sponsorship of solstice lantern kits (500+ sold & distributed) HAC merchandise sponsorship (add-on sponsorship amount determined by merchandise item of interest)
- Multiple/flexible gift installments (up to 3 pledge payments)
- Multi-year commitments & first right of refusal
- Inclusion of your advertising materials in customer bags at the Gallery & Gift Shop or participant bags at special events
- Others may be negotiated based on availability and your business' marketing needs

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Executive Director

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**LEARN MORE ABOUT THE BENEFITS OF SUPPORTING HAC:**

[www.hillsboroughartscouncil.org/sponsorship](http://www.hillsboroughartscouncil.org/sponsorship)