

# ELMHURST ART MUSEUM

ART, EDUCATION & ARCHITECTURE



## SPONSORSHIP OPPORTUNITIES

### ART IN WILDER PARK

May 4 & 5, 2024

Announcement scheduled Fri, Nov. 17

Next deadline for promotional materials **January 15**. Payment deadline **March 1**.

Produced By



In Partnership with



Presenting Sponsor



[Give today to become a sponsor of this special community event](#)

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*For more sponsorship information contact:*

*John McKinnon, Executive Director at Elmhurst Art Museum [jmckinnon@elmhurstartmuseum.org](mailto:jmckinnon@elmhurstartmuseum.org)*

# ELMHURST ART MUSEUM

## ART, EDUCATION & ARCHITECTURE

### Art in Wilder Park 2024



In 2022, the Elmhurst Art Museum helped relaunch Art in Wilder Park with a widely successful festival that attracted over 7,500 visitors. In 2023, the Museum took the reigns as lead producer of the outdoor festival, for an even larger, more inclusive and accessible event for the whole family.

2023 Festival programming featured 82 booths of one-of-a-kind art, food vendors, and hands-on kid's activities, and attracted one of the highest number of attendees in recent years, 11,500 visitors, eclipsing pre-pandemic numbers as well. Collaboration with local businesses was substantial with 26 business sponsors and another 25 businesses with event booths

As we did to great success last year, the weekend Festival will also premiere a newly commissioned public art installation "Monsters in Wilder Park," a temporary installation of 5 life-sized monsters. Based on a popular online series, Monsters Go, where professional illustrations are created from submissions by children, this reimagined challenge will be created by Elmhurst-based animator and illustrator Dave Pryor based on works by children from DuPage County. 5 drawings by children will be selected from drawing workshops for Pryor to fully illustrate and create into life-sized pieces in Wilder Park.

As the first outdoor festival in the region each year, Art in Wilder Park is a highly anticipated Spring event in the western suburbs. In 2023, the event was featured in numerous press outlets, and attracted over half of its visitors from outside of Elmhurst. Post festival evaluations showed a high percentage of the attendees also visited and supported local restaurants, coffee shops, and other businesses.

By the numbers:

- 11,000+ visitors over 2 days
- 50+ local businesses and sponsors on exhibit at the festival
- The museum's PR team Silverman and Associates will promote the event with a campaign
- Major preview coverage last year by the Chicago Tribune, Daily Herald, Suburban Life, Elmhurst Independent and more
- 10,000 postcards distributed through local businesses, mailings, and our front desk
- Direct email campaigns to over 12,000 members, donors and EAM's general list
- The Museum's extensive social media (Instagram, Facebook, Twitter) will be leveraged for maximum exposure and interaction, with template posts provided to all exhibitors

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### Sponsorship Levels:



Festival sponsorships offer an opportunity to deepen interaction with existing and new patrons through event booths, logo placement on event materials prior to and during the weekend, featured logo placement at special events and programs during the festival, and more.

#### **Presenting Sponsor (\$3,500) – no longer available. Generously sponsored by Kelly Stetler | Compass.**

- Booth space to promote your business at the festival.
- Presenting sponsor and logo recognition on festival materials, including 10,000 postcards distributed through local businesses, mailings, and our front desk; 200 posters displayed at local businesses; and eBlasts to over 12,000
- Presenting sponsor and logo recognition on all materials associated with the festival. This includes posters and postcards, eBlasts, museum newsletters, museum webpages, an outdoor banner outside the museum, and any special invites and special events.
- Presenting sponsor recognition on the museum's social media
- Logo and presenting sponsor recognition on festival signage and materials during the weekend
- A private docent-led tour of the current Museum exhibit for your business associates and guests
- Name recognition on the Museum's donor wall for one year

#### **Festival Sponsor (\$2,000)**

- Booth space to promote your business at the festival
- Logo placement on festival materials, including 10,000 postcards distributed through local businesses, mailings, and our front desk; 200 posters displayed at local businesses; and eBlasts to over 12,000
- Name recognition on all materials associated with the festival, with logo placement whenever possible in print size. In addition to the above, this includes museum newsletters, museum webpages, an outdoor banner outside the museum, and any special invites and special events.
- Logo placement on festival signage and materials during the weekend.
- A private docent-led tour of the current Museum exhibit for your business associates and guests
- Name recognition on the Museum's donor wall for one year

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## **Kid's Court Sponsor (\$2,000)**

- Booth space to promote your business at the festival or Kid's Court
- Logo placement on Kid's Court signage and materials during the weekend.
- Logo placement on festival materials, including 10,000 postcards distributed through local businesses, mailings, and our front desk; 200 posters displayed at local businesses; and eBlasts to over 12,000
- Name recognition on all materials associated with the festival, with logo placement whenever possible in print size. In addition to the above, this includes museum newsletters, museum webpages, an outdoor banner outside the museum, and any special invites and special events.
- A private docent-led tour of the current Museum exhibit for your business associates and guests
- Name recognition on the Museum's donor wall for one year

## **Special Event Sponsor (\$1,500)**

- Exclusive name recognition as main sponsor of a designated special event, such as the D205 School District exhibit, Museum Membership tent, Entertainment at the event, Museum's Kid's Court presentation, etc
- Exclusive logo placement on special event signage and materials.
- Logo placement on festival materials, including 10,000 postcards distributed through local businesses, mailings, and our front desk; 200 posters displayed at local businesses; and eBlasts to over 12,000
- Name recognition on all materials associated with the festival, with logo placement whenever possible. In addition to the above, this includes museum newsletters, museum webpages, an outdoor banner outside the museum, and any special invites and special events.
- Name recognition on the Museum's donor wall for one year

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*New 2024 public artwork – Monsters in Wilder Park, based on children’s drawings.*

## **“Monsters in Wilder Park” Outdoor Art Installation Sponsor (\$2,000)**

- Exclusive name recognition as supporting sponsor of the installation.
- Exclusive logo placement on special event signage and materials during Art in Wilder Park
- Exclusive logo placement on signage for 1 of the 5 public art pieces visible to more than 20,000 park attendees throughout the May – July display
- Logo placement on festival materials, including 10,000 postcards distributed through local businesses, mailings, and our front desk; 200 posters displayed at local businesses; and eBlasts to over 12,000
- Name recognition on all materials associated with the installation, including Art in Wilder Park and the museum’s public art promotional materials until July 2023.
- Name recognition on the Museum’s donor wall for one year

## **Logo Sponsor (\$750)**

- Logo placement on festival materials, including 10,000 postcards distributed through local businesses, mailings, and our front desk and 200 posters displayed at local businesses
- Name recognition on festival eBlasts to over 12,000, museum webpages, and museum newsletters

## **Friend Sponsor (\$300)**

- Name recognition on festival materials, including 10,000 postcards distributed through local businesses, mailings, and our front desk and 200 posters displayed at local businesses
- Name recognition on festival eBlasts to over 12,000, museum webpages, and museum newsletters

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**Sponsorships may be submitted online or by mail**

Next deadline for printing **January 15**. Payment deadline **March 1**.

[Donate now via this link](#), or mail this sponsorship form:

**Levels of Support:**

- Presenting Sponsor - \$3,500
- Kids Court Sponsor - \$2,000
- Logo Sponsor \$750
- Festival Sponsor - \$2,000
- "Monsters" or Special Event Sponsor- \$2,000
- Friend Sponsor \$300

Please list my name or company as: \_\_\_\_\_

\_\_\_\_\_  
Company Name Contact First Name Contact Last Name

\_\_\_\_\_  
Telephone Email address

**Method of Payment:**

- Charge my credit card :  American Express  MasterCard  Visa

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card CVV # \_\_\_\_\_ Card billing ZIP code \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

- Check enclosed (Payable to the **Elmhurst Art Museum**) Please note Art in Wilder Park on memo.

- Please invoice me at the above (circle one)  
**address/email** to the attention of: \_\_\_\_\_

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