



2025-26 Season Sponsorship Opportunities



It Starts With You

Lowell Arts 2025-26 Season Sponsorship Opportunities

Partner with Lowell Arts: Where Culture Meets Community Impact

Lowell Arts connects artists and brings audiences together through visual and performing arts. We invite you to join us as a strategic partner, aligning your brand with programming that amplifies your values and showcases your commitment to cultural excellence and community impact.

A Strategic Investment in Proven Success

For nearly five decades, Lowell Arts has delivered exceptional results through exceptional programming and community engagement. Located in Lowell's historic downtown district, our dual-storefront gallery serves as both a cultural destination and an economic catalyst, drawing visitors throughout West Michigan and beyond. Our programming reaches thousands of participants annually, from gallery visitors to workshop attendees to performance audiences.

Positioned for Exponential Growth

Following our recent strategic rebranding, Lowell Arts is uniquely positioned for significant expansion. Your partnership connects you with an organization ready to amplify community impact while elevating your brand visibility in a space that celebrates creativity and innovation.

Next Steps

We're excited to explore how Lowell Arts can help you achieve your community engagement goals while supporting the artists and audiences that make our region vibrant.

Email: janet@lowellarts.org • Phone: 616-897-8545

Sponsorship Opportunities

Gallery Sponsorship (\$600-\$3,000)

Supporting four annual art exhibitions with varying audience reach from 500 to 5,000 visitors, including major events like the Annual Lowell Arts Artist Market and West Michigan Art Competition.

Music Sponsorship (\$800)

Supporting a 12-concert series held at Sound Check venue from November to April, reaching approximately 700 attendees.

Theatre Sponsorship (\$800)

Playbill Advertising (\$100-\$400)

Supporting two theatrical productions with 12 total performances, reaching about 500 attendees. Advertisement opportunities in theatre program materials with various ad sizes available.

Fallasburg Arts Festival Sponsorship (\$500)

Supporting one of West Michigan's premier art festivals featuring over 100 juried artists and reaching 20,000 visitors.

Gallery Sponsor | \$3000, \$2000, \$1200, \$600

Sponsor 1 of 4 Lowell Arts Gallery Exhibits

Sponsorship Provides

- Support for Operations: Covers costs for art hanging materials, exhibition displays, and general gallery maintenance.
- Marketing Outreach: Funds promotional materials and campaigns aimed at attracting art patrons from across West Michigan.
- Artist-Centered Sales Model: Enables the gallery to offer artists higher-than-industry-average commissions on artwork sales.

Opportunities

- \$3000 – Annual Lowell Arts Artist Market (Audience Reach: 5000 visitors)
- \$2000 – Annual West Michigan Art Competition (Audience Reach: 2000 visitors)
- \$1200 – Fall 2025 Exhibition (Audience Reach: 1000 visitors)
- \$600 – Summer 2026 Exhibition (Audience Reach: 500 visitors)

Benefits

- Business name on gallery wall during exhibition
- Business information materials displayed at desk in the gallery
- Social media recognition on Facebook and Instagram as a Gallery Sponsor
- Year-round logo visibility on Lowell Arts website as a Gallery Sponsor

Theatre Sponsor | \$800

Be 1 of 6 sponsors for the Lowell Arts Theatre Season held at 223 W Main St
2 Productions (12 performances total). Audience Reach: 500 performance attendees

Sponsorship Provides

- Production Essentials: Covering costs for set construction, costumes, props, and other vital materials.
- Marketing & Outreach: Funding promotional materials and campaigns that attract audiences from across the region.
- Professional Talent: Fair compensation for our skilled production crew – including directors, stage managers, and technical directors.

Benefits

- Advertisement on projector (rotates 30 minutes before performances)
- Business information materials displayed at performances
- Social media recognition on Facebook and Instagram as a Theatre Sponsor
- Business name featured on Facebook events
- Year-round logo visibility on Lowell Arts website as a Theatre Sponsor
- Verbal acknowledgment in welcome speech at performances

Playbill Sponsor | \$100 to \$400

Advertise in the Lowell Arts Theatre Season playbills – 2 Productions (12 performances total)

Ad Sizes

- Full page ad (5" w x 8" h) – \$400
- Half page (5" w x 4" h) – \$300
- Quarter page (5" w x 2" h or 2.5" w x 4" h) – \$200
- Box (2.5 x 2") – \$100

Benefits

- Ad in playbill for both productions
- Year-round logo visibility on Lowell Arts website as a Theatre Sponsor

Music Sponsor | \$800

Be 1 of 6 sponsors for the Lowell Arts Music Series held at Sound Check
12 concerts total (2 concerts per month, Nov to April). Audience Reach: 700 attendees

Sponsorship Provides

- Venue Support: Covers costs for venue rental and ongoing maintenance, ensuring a professional and welcoming space for performances.
- Marketing & Promotion: Funds the creation of marketing materials to attract audiences from across West Michigan.
- Support for Musicians: Ensures the majority of ticket sales go directly to the musicians, helping sustain their craft and creativity.

Benefits

- Advertisement on venue TV's (rotates 30 minutes before performances)
- Business information materials displayed at performances
- Social media recognition on Facebook and Instagram as a Music Sponsor
- Business name featured on Facebook events
- Year-round logo visibility on Lowell Arts website as a Music Sponsor
- Verbal acknowledgment in welcome speech at performances

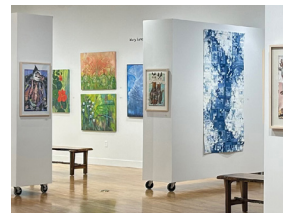
Fallasburg Arts Festival Event Sponsor | \$500

This is one of West Michigan's premier art events. Held at Fallasburg Park, with over 100 juried artists and a wonderful festival atmosphere with food booths, children's activities, and music all weekend long. Audience Reach: 20,000.

Although our main sponsor opportunities for this event are already filled, we are offering this sponsorship opportunity to be featured on the first annual collector's t-shirt.

Benefits

- Logo on the back of event t-shirt
- Verbal acknowledgment by our Festival emcee throughout both days
- Year-round logo visibility on Lowell Arts website as an Event Sponsor



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