

INNOVATION & CREATIVITY

PRESENTED IN PARTNERSHIP BETWEEN

City of Alexandria
**OFFICE OF
THE ARTS**


**INSTITUTE FOR CREATIVITY,
ARTS, AND TECHNOLOGY**
VIRGINIA TECH.

CITY OF ALEXANDRIA , AUGUST 2023 – SEPTEMBER 2024

SPONSORSHIP OPPORTUNITIES

The City of Alexandria, VA's [Office of the Arts](#) and the [Institute for Creativity, Arts, and Technology](#) (ICAT) at Virginia Tech in Blacksburg, VA have partnered to present *Innovation & Creativity*. The partnership is an extraordinary yearlong artistic collaboration culminating with the inauguration of the new Virginia Tech Innovation Campus in the Potomac Yard area of the City of Alexandria in Fall 2023. The new campus will be a place of culture that unlocks the power of diverse people and ideas to solve the world's most pressing problems through technology.

Innovation & Creativity will include three primary exhibitions in Target Gallery at Torpedo Factory Art Center, as well as performances and events. It explores the importance of creativity, art, technology, and cross disciplinary collaboration beyond boundaryless possibilities. This unique joint effort is a testament to the power of collaboration, celebrating the beauty of diverse artistic expressions and creative collaboration.

The first exhibition, Sound Horizons, is now free and open to the public in Target Gallery through January 28, 2024. To kick off this new year of partnership, the Office of the Arts and ICAT at Virginia Tech will host Organic Compositions, an event including performances, discussion, and reception on September 15 and 16, 2023, 7 PM – 9 PM in the Grand Hall of the Torpedo Factory Art Center. September 15 will be an invitation only event and September 16 will be free to the public with limited tickets.

About the Institute for Creativity, Arts, and Technology (ICAT) at Virginia Tech

Powered by advanced technology and networks of creative people, Virginia Tech's ICAT brings together and supports teams of faculty and students from across academic disciplines to address grand challenges and creative opportunities, ranging from large societal problems to industry-specific issues to the frontiers of artistic expression.

About the City of Alexandria's Office of the Arts

The Office of The Arts promotes the value of arts and culture in Alexandria by nurturing, investing in and celebrating the creative contributions of artists and arts organizations. Through engaging the community, encouraging participation, and facilitating access to the arts, the Office of the Arts works with local artists and arts organizations to build a vibrant community for all of the City's residents, workers and visitors. The Office of the Arts is a division within the department of Parks, Recreation and Cultural Activities.

To discuss how you may become a sponsor, please contact Brett John Johnson at brett.johnson@alexandriava.gov or 703-746-4577.

Exhibitions, performances, and events will primarily be open to the public at no charge. A goal of \$60,000 was set to offset the cost of expenditures. Cash sponsorship donations are made to the City of Alexandria's Office of the Arts. Sponsorship donations may also be made as specific in-kind support.

Donations are considered deductible from Federal Income Taxes because it is given to a local government for public purposes (IRS Code Sec. 170(c)). The Office of the Arts is a division in Recreation, Parks and Cultural Activities, a department of the City of Alexandria, VA. Virginia Tech (Virginia Polytechnic Institute and State University) will not receive cash sponsorship/donations for this project.

SPONSORSHIP LEVELS

1. Presenting Sponsor: \$30,001 – 40,000 contribution (or in-kind support)

Available opportunities: 2

- Named as Presenting Sponsor on all marketing material, including ads, with premium logo placement (as design permits)
- Logo and link on websites belonging to:
 - City of Alexandria
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- Name/logo on front of all exhibition or event handouts
- Name/logo on approximately 187 sq inch sign on Gallery wall during exhibitions
- Name/logo approximately 93.5 sq inch on sign in Grand Hall of the Torpedo Factory Art Center during exhibitions
- Large Name/logo on all exhibition or event posters at entrance to events and exhibitions
- Name/logo rotating on potential informational/sign projections at three major events/performances
- Identified and tagged as Presenting Sponsor in all social media posts about the exhibitions or major events on Social Media account platforms belonging to:
 - City of Alexandria's Office of the Arts
 - City of Alexandria's Department of Parks, Recreation and Cultural Activates
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- Two dedicated posting on social profiling the sponsor's involvement, with messaging input from the sponsor for each of the three exhibitions on platforms belonging to:
 - City of Alexandria's Office of the Arts
 - City of Alexandria's Department of Parks, Recreation and Cultural Activates (one post)
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- One dedicated thank-you post after each of the three major events/performances on social media on platforms belonging to:
 - City of Alexandria's Office of the Arts
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- Up to 20 VIP tickets to each of the three major events/performances
- Opportunity to speak for up to three min at each major event/performance
- A personal announced thank you from the MC at each major event/performance
- A private "behind the scenes" tour of each of the three exhibitions at Torpedo Factory Art Center on request
- A private "behind the scenes" tour of the Institute for Creativity, Arts, and Technology at Virginia Tech on request
- A thank you plaque or tabletop object commemorating the sponsorship



"Musical Connection", Joanna Culligan, Trish Winter, Brandon Hale, Tanner Upthegrove, 2 minutes, Audio and Video, 2022. On view in Target Gallery at Torpedo Factory Art Center through January 2024

2. Innovator Sponsor: \$20,001 - \$30,000 contribution (or in-kind support)

Available opportunities: 5

- Named as sponsor on all marketing material, excluding print ads in private publications, with name or logo (as design permits)
- Logo and link on websites belonging to:
 - City of Alexandria
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- Name/logo on front of all exhibition or event handouts
- Name/logo as approximately 93.5 sq inch sign on Gallery wall during exhibitions
- Name/logo approximately 42.5 sq inch on sign in Grand Hall of the Torpedo Factory Art Center during exhibitions
- Name/logo on all exhibition or event posters at entrance to events and exhibitions
- Name/logo rotating on potential informational/sign projections at three major events/performances
- One dedicated posting on social profiling the sponsor's involvement, with messaging input from the sponsor for each of the three exhibitions on platforms belonging to:
 - City of Alexandria's Office of the Arts
 - City of Alexandria's Department of Parks, Recreation and Cultural Activates
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- One dedicated thank-you post after each of the three major events/performances on social media on platforms belonging to:
 - City of Alexandria's Office of the Arts
 - City of Alexandria's Department of Parks, Recreation and Cultural Activates
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- Up to 15 VIP tickets to each of the three major events/performances
- Opportunity to speak for up to two min at each major event/performance
- A personal announced thank you from the MC at each major event/performance
- A private "behind the scenes" tour of each of the three exhibitions at Torpedo Factory Art Center on request
- A private "behind the scenes" tour of the Institute for Creativity, Arts, and Technology at Virginia Tech on request
- A thank you plaque or tabletop object commemorating the sponsorship



Virginia Tech professor and doctoral candidate demonstrating technology used in dance performance at Virginia Tech's Moss Arts Center, 2023

3. Creative Sponsor: \$10,001 - \$20,000 contribution (or in-kind support)

Available opportunities: 8

- Named as sponsor on all marketing material, excluding print ads in private publications, with name or logo (as design permits)
- Name and link on websites belonging to:
 - City of Alexandria
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- Name inside all in house printed gallery or exhibition handouts
- Name/logo as approximately 42.5 sq inch sign on Gallery wall during exhibitions
- Name/logo on one of each three major exhibition and event poster at entrance to events and exhibitions
- Name/logo rotating on potential informational/sign projections at three major events/performances
- One dedicated posting on social profiling the sponsor's involvement, with messaging input from the sponsor for each of the three exhibitions on platforms belonging to:
 - City of Alexandria's Office of the Arts
 - City of Alexandria's Department of Parks, Recreation and Cultural Activates
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- One dedicated thank-you post after each of the three major events/performances on social media on platforms belonging to:
 - City of Alexandria's Office of the Arts
 - City of Alexandria's Department of Parks, Recreation and Cultural Activates
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- A personal announced thank you from the MC at each major event/performance
- Up two 10 VIP tickets to each of the three major events/performances

4. Supporting Sponsor: \$4,000 – 10,000 contribution (or in-kind support)

Available opportunities: 11

- Named as sponsor on select marketing material, excluding print ads in private publications, with name or logo (as design permits)
- Name and link on websites belonging to:
 - City of Alexandria
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- Name on one of each three major exhibition posters at entrance to exhibitions
- Name/logo on one of each three major event posters at entrance to events
- Name/logo rotating on potential informational/sign projections at three major events/performances
- One dedicated posting on social profiling the sponsor's involvement, with messaging input from the sponsor for each of the three exhibitions on platforms belonging to:
 - City of Alexandria's Office of the Arts
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- One dedicated thank-you post after each of the three major events/performances on social media on platforms belonging to:
 - City of Alexandria's Office of the Arts
 - Virginia Tech's Institute for Creativity, Arts, and Technology
 - Torpedo Factory Art Center
- A personal announced thank you from the MC at each major event/performance
- Up two 10 VIP tickets to each of the three major events/performances

IN-KIND SUPPORT OPPORTUNITIES:

- Hotel Rooms
 - September 2023 Hotel
 - 15 rooms for three nights: September 14 – 17, 2023
 - January 2024 Hotel
 - 5 rooms for two nights: January 29 – 31, 2024
 - Spring 2024 Hotel
 - 15 rooms for three nights: A Thursday – Sunday in March
 - 5 rooms for two nights: May 27 – 29, 2024
 - September 2024 Hotel
 - 15 rooms for three nights: A TBD Thursday – Sunday in September
 - 5 rooms for two nights: September 30 – October 2, 2024
- Catering
 - September 2023 Event
 - September 15: 2 Open Bars and served light food for a guest count of approximately 250
 - September 16: 1 Open Bar serving wine only for guest count of approximately 250
 - March 2024 Event
 - Date TBD: 2 Open Bars and served light food for a guest count of approximately 300
 - Date TBD: 1 Open Bar serving wine only for guest count of approximately 300
 - September 2024 Event
 - Date TBD: 2 Open Bars and served light food for a guest count of approximately 400
 - Date TBD: 1 Open Bar serving wine only for guest count of approximately 400
- Advertising: Local, regional, national - print or digital
- Printing: Rack Cards, gallery or performance handouts, posters
- Branded Merchandise
- Other Potentials

Confirm Sponsorship by September 5, 2023, for inclusion in all print publications. Sponsorships accepted at any time. Contact Brett John Johnson at brett.johnson@alexandriava.gov or 703-746-4577.

