

BIG NIGHT IN *for the Arts*

Thursday, March 10, 2022



Presented By



www.bignightin.org

Why Big Night In 2022?



Now more than ever, you want to be associated with human connection. With the importance of seeing one another. With music, with forward motion, with light. Because it still feels like all the news is bad news, and people are exhausted.

The arts remind us of our shared humanity.

The arts are the mirror, and the arts are the balm for the human condition. Art makes it possible for your kids to paint their stories, for your spouse to turn up the music in the car to drown out the rage, for your mother to sit in the audience and feel less alone.

There is hope to be found here.

What are we doing? We are paying artists, paying for arts supplies, paying for the spaces and the structures that make the arts possible—in your everyday life, in the lives of your family and your clients, in the lives of children in your kids' classes who would never have access to the arts without your help. And all the while, we are helping rebuild industries most people don't even think of as arts industries. It's equity, it's access, it's economy.

Big Night In is back in 2022.

Join us on **Thursday, March 10, 2022 for Big Night in for the Arts** broadcast live on WRAL and WRAL.com and celebrate the artists and arts organizations that are essential to the recovery of our region.



Sponsorship Opportunities

\$100,000

Title Sponsor

(one available)

Entertainment introduction on-screen during the program by a sponsor representative

Sponsorship mention during the event open and reopen at the half-hour mark

Logo on-screen during a dedicated spot to highlight sponsors

Three 30-second commercial spots or custom messaging to air within program breaks

Donation check presentation within the program

4+ dedicated social media posts leading up to the event by WRAL or local arts agencies

Logo (or name) on e-blast, websites & thank you post after the event by local arts agencies

Exclusive Hospitality Packages (for 24 people)

\$50,000

Production Sponsor

(one available)

Sponsorship mention in the event open and reopen at the half-hour mark

Logo on-screen during a dedicated spot to highlight sponsors

One 30-second commercial spot or custom messaging to air within program breaks

Donation check presentation within the program

3+ dedicated social media posts leading up to the event by WRAL or local arts agencies

Logo (or name) on e-blast, websites & thank you post after the event by local arts agencies

Exclusive Hospitality Packages (for 20 people)

\$25,000

Premiere Sponsor

(four available)

Sponsorship mention from host during the program

Logo on-screen during a dedicated spot to highlight sponsors

One 30-second commercial spot or custom messaging to air within program breaks

2+ dedicated social media posts leading up to the event by WRAL or local arts agencies

Logo (or name) on e-blast, websites & thank you post after the event by local arts agencies

Exclusive Hospitality Packages (for 14 people)

HOSPITALITY PACKAGES

(Available at convenient pickup locations)

- Pre-made catered meals
- Cocktail mixes or beer or wine

Sponsorship Opportunities

Community Sponsor

\$10,000

- Sponsorship mention from host during the program
- Logo on-screen during a dedicated spot to highlight sponsors
- 2+ dedicated social media posts by local arts agencies
- Logo (or name) on e-blast, websites & thank you post after the event by local arts agencies
- Exclusive Hospitality Packages (for 10 people)

\$5,000

- Logo on-screen during a dedicated spot to highlight sponsors
- Inclusion in a social media post dedicated to program sponsors by local arts agencies
- Logo (or name) on e-blast, websites & thank you post after the event by local arts agencies
- Exclusive Hospitality Packages (for 8 people)

\$2,500

- Inclusion in a social media post dedicated to program sponsors by local arts agencies
- Logo (or name) on e-blast & websites of all local arts agencies
- Exclusive Hospitality Packages (for 6 people)

\$1,000

- Logo (or name) on e-blast & websites of all local arts agencies
- Exclusive Hospitality Packages (for 4 people)

\$500

- Logo (or name) on e-blast & website of local arts agency only
- Exclusive Hospitality Packages (for 2 people)



Become A Sponsor

Please provide contact information and circle sponsorship level:

Name: _____ Phone: _____

Organization: _____ Email: _____

Address: _____

\$100,000
Title Sponsor

\$50,000
Production Sponsor

\$25,000
Premiere Sponsor

Community Sponsor

\$10,000

\$5,000

\$2,500

\$1,000

\$500

How would you like to allocate your sponsorship?

_____ I would like to split my sponsorship evenly among all four arts councils.

_____ I would like to allocate my sponsorship as noted below:

(Please note which organization(s) and the dollar amount)

- _____ Chatham Arts Council
- _____ Durham Arts Council
- _____ Orange County Arts Commission
- _____ United Arts Council of Raleigh and Wake County

Please make a benefits selection:

- We would like to enjoy our full sponsor benefits.
- Please donate the hospitality portion of our sponsor benefits to an artist in need.
- We prefer to opt out of all sponsor benefits.

www.bignightin.org



Use the QR code to become a sponsor online

Big Night In 2021 Recap

On March 11, 2021, **35,000 viewers** tuned in to WRAL-TV to celebrate the arts with us. With the help of 600 corporate sponsors and individual donors, **Big Night In for the Arts** raised more than **\$350,000!**

This event represents the first time arts councils from Chatham, Durham, Orange, and Wake Counties joined forces to enlist support for the arts through a live event. The support of our generous community helped the arts industry of the Triangle begin a path to recovery post-pandemic. Visit www.bignightin.org for a list of sponsors and clips of **Big Night In 2021**.



WRAL Broadcast

HH RTG 3.1 = 31,084 impressions

WRAL.com & WRAL App Streaming

1896 Users across all digital platforms

2097 Plays across all digital platforms

Text-To-Donate Interactions

Unique "ARTS" Texts 172

Event Awareness

On-air Promotional Advertising Schedule WRAL Brand

& CBC Social Channels

WRAL.com Home Page Ads



Top mention earned 141 engagements



Join us in supporting our arts community!
Watch Big Night In for the Arts this
Thursday at 7pm on WRAL for a special
program featuring local and national artists
[@UnitedArtsCouncil!](https://twitter.com/UnitedArtsCouncil) [#BigNightIn](https://twitter.com/BigNightIn)
pic.twitter.com/UHlkUKcNmt



www.bignightin.org

Big Night In 2021 Impact

We appreciate your investment in our mission of sharing arts and culture with everyone in our communities. Here is what your gift made possible in our four counties:

Arts Programming

- Wake County: \$115k increase in mission support grants to arts organizations
- Durham County: \$65,000 in COVID-19 relief grants to 41 arts organizations, 15 individual artists, and supporting arts integration programs in 47 schools
- Orange County: \$37k in COVID-19 relief grants to seven arts organizations
- Chatham County: Creation of new (soon to be announced!) Survive to Thrive arts organization support model

Initiatives for Equity in the Arts

- Durham: Over 50% of grants supported BIPOC (Black, Indigenous, and People of Color) artists and arts organizations
- Wake: Offered COHEART equity, diversity, and inclusion training from Tru Access to teaching artists in schools and nonprofit leaders for the first time in Wake County
- Chatham: Support for paying Black and Brown artists in Artists-in-Schools and Truck-and-Trailer Roving Performances

Arts Relief Efforts

- Orange: \$14k in grants to 19 individual artists
- Wake: \$20k increase in individual artist grants, which helped 13-14 artists purchase supplies, update equipment, record, and develop new work
- Durham: Grants and honorariums to 15 individual artists, including video production support for seven BIPOC teaching artists
- Chatham: JumpstART grants to 15 individual artists - with a platform to perform and exhibit at their November 7 Chatham Experience event in downtown Pittsboro

Arts Education Programs

- Chatham: Kicking off the ArtAssist for Kids program this school year with 140 sketchbooks for economically vulnerable art students in rural Chatham--and launching their Artists-in-Schools Initiative at 16 public elementary schools across the county
- Durham: Support for arts integration programs in 47 Durham Public Schools
- Wake: Increasing investment in the Wheels on the Bus Fund with 6,500 kids taking field trips to a cultural destination this school year