

Thursday, March 9, 2023



BIG NIGHT IN
for the Arts

Big Night In for the Arts is a unique, regional fundraiser broadcast live by WRAL and led by Chatham Arts Council, Durham Arts Council, Orange County Arts Commission, and United Arts Council of Raleigh and Wake County.

Big Night In has raised over \$615,000 for the arts in our region!



Presented By



www.bignightin.org

Why Big Night In 2023?

Healing our Hearts

The arts are inherently healing. Creativity is a uniquely human characteristic and the root of all problem-solving. The arts are a key component of social emotional wellness, spark joy, and help us identify our commonalities.



Powering our Economy

The artists and arts organizations supported by the arts agencies of Chatham, Durham, Orange, and Wake Counties stimulate business and contribute to the economic growth of our region. **The arts create over 30,000 jobs and our local arts organizations and audiences generate over \$800,000,000 in direct economic activity*.**



Connecting our Communities

From galleries and murals to performances and festivals, a community full of art is full of life! The arts inspire young minds, give a voice to those less heard, and establish a sense of place for all.

*Based on data from the Arts & Economic Prosperity 5 Study

Sponsorship Opportunities

Join us on **Thursday, March 9, 2023 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 our region.

\$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

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

Check presentation during the program

3+ dedicated social media posts by WRAL or local arts agencies

Logo (or name) on e-news, websites & thank you post by local arts agencies

Recognition at a local arts agency's event

Invitations to a Triangle-wide watch party (for 24 people)

Recognition at a Triangle-wide watch party

\$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

Check presentation during the program

Two dedicated social media posts by WRAL or local arts agencies

Logo (or name) on e-news, websites & thank you post by local arts agencies

Recognition at a local arts agency's event

Invitations to a Triangle-wide watch party (for 20 people)

Recognition at a Triangle-wide watch party

\$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

Two dedicated social media posts by WRAL or local arts agencies

Logo (or name) on e-news, websites & thank you post by local arts agencies

Recognition at a local arts agency's event

Invitations to a Triangle-wide watch party (for 14 people)

Recognition at a Triangle-wide watch party

TRIANGLE-WIDE WATCH PARTY

You're invited to the Big Night In for the Arts 2023 Triangle-wide watch party.

Come celebrate the arts in our region with live performances, drinks, food and more. Details of the event soon to come!

Sponsorship Opportunities

Spotlight Sponsor

\$10,000

- Sponsorship mention from host during the program
- Logo on-screen during a dedicated spot to highlight sponsors
- One dedicated social media posts by local arts agencies
- Logo (or name) on e-news, websites & thank you post by local arts agencies
- Recognition at a local arts agency's event
- Invitations to a Triangle-wide watch party (for 10 people)
- Recognition at a Triangle-wide watch party

Community Sponsor

\$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-news, websites & thank you post by local arts agencies
- Recognition at a local arts agency's event
- Invitations to a Triangle-wide watch party (for 8 people)
- Recognition at a Triangle-wide watch party

\$2,500

- Inclusion in a social media post dedicated to program sponsors by local arts agencies
- Logo (or name) on e-news & websites of all local arts agencies
- Invitations to a Triangle-wide watch party (for 6 people)
- Recognition at a Triangle-wide watch party

\$1,000

- Logo (or name) on e-news & websites of all local arts agencies
- Invitations to a Triangle-wide watch party (for 4 people)

\$500

- Logo (or name) on e-news & website of local arts agency only
- Invitations to a Triangle-wide watch party (for 2 people)

www.bignightin.org



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

\$10,000

Spotlight Sponsor

Community Sponsor

\$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.
- We will enjoy our benefits, but will not attend the watch party.
- We prefer to opt out of all sponsor benefits.

www.bignightin.org



**Use the QR code to
become a sponsor online**

BIG NIGHT IN

2022 Summary



THE SHOW

On Thursday, March 10, arts supporters from around the Triangle tuned in to Big Night In for the Arts.



A regional fundraising event to support artists, arts organizations, and arts programming in the Triangle.

COMMUNICATIONS



email



social media



print



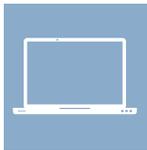
e-news

WRAL + LOCAL ARTS AGENCIES
 Twitter: 400K total followers
 Instagram: 82K total followers
 Facebook: 710K total followers

VIEWERSHIP



television broadcast
35,000



wral.com streaming
3,000



streaming devices
1,500



individual web link views
1,500 +



This data represents the number of households that watched the event, but the number of unique individuals who tuned-in is much greater.

FUNDRAISING

Together we raised
\$265,000

for the arts in our region

Thank You Sponsors & Donors!