



Festival of Public Art

JULY 14 - AUGUST 12, 2023

HILLSBOROUGH
CHAPEL HILL
CARRBORO

WHAT IS UPROAR?

Uproar Festival of Public Art is a new arts festival coming to Orange County, North Carolina, July 14 - August 12, 2023. Sixty bold, large-scale, outdoor works of art will be showcased throughout the downtown communities of Chapel Hill, Carrboro, and Hillsborough, and cash prizes will be awarded based on public voting and a jury panel of experts.

The Orange County Arts Commission, together with our 11 community partners, are creating this new event for three reasons:

1. **To celebrate artists.** We want our community to serve as the backdrop for fantastic, awe-inspiring works of art while celebrating, supporting, and welcoming the participating artists.
2. **To engage art lovers of all types.** We believe ALL people should be able to participate in the arts. Uproar will provide a completely free and accessible experience for visitors of all abilities and will engage the community in selecting the People's Choice Winner.
3. **To support and celebrate our community.** Uproar will create an exciting reason to visit Orange County during our slower summer months. Visitor spending will support our local businesses and offer an opportunity to show off our community pride.

All sponsorships are being solicited through the **Orange County Arts Alliance**, the 501(c)3 nonprofit fundraising arm of the Orange County Arts Commission.

3 REASONS *to become* A FOUNDING SPONSOR

1

Uproar is going to be big news.

We anticipate broad media coverage from around the state and will heavily market the festival through digital and print media. Uproar partners include the towns of Chapel Hill, Hillsborough, and Carrboro; UNC-Chapel Hill; Chapel Hill/Orange County Visitors Bureau; Orange County Office of Economic Development; the Orange County Arts Commission and Arts Alliance, and the Chamber for a Greater Chapel Hill/Carrboro. Under the leadership of marketing director Andrea Cash Creative, our marketing efforts will reach millions of people throughout the Triangle and beyond.

2

Uproar is the first event of its kind in NC.

Uproar is inspired by similar events including ArtPrize in Grand Rapids, MI, and ArtFields in Lake Park, SC; however, this is the first event of its nature in our state. The scale of the event, in addition to the prioritization of accessibility, make this different from similar festivals.

3

Uproar will show off Orange County.

As part of the Triangle, Orange County is often overshadowed by our much larger neighbors, Durham and Raleigh. This festival presents an opportunity to shine a light on Orange County, showcasing the creative soul so long synonymous with Chapel Hill, Carrboro, and Hillsborough.

SPONSORSHIP PACKAGES *(can be customized!)*

OPENING PARTY FRIDAY, JULY 14 | CHAPEL HILL

AWARDS PARTY SATURDAY, AUGUST 12 | HILLSBOROUGH

PRESENTING SPONSORSHIP (ONE AVAILABLE): \$25,000

- All Benefactor Sponsor benefits
- Exclusive title rights to the festival, to be presented as "Your Company Presents Uproar Festival of Public Art."
- Featured press release announcing sponsorship
- Banner ad on Uproar homepage website
- Prominent signage placement recognizing you/your business at opening and closing parties
- Priority name/logo placement on all directional signage, marketing materials, and artwork signage
- Name/company mention on all radio spots, including WUNC and WCHL
- Mention in all social media posts, plus three stand-alone posts about your company
- Fifteen tickets to the Opening Party in Chapel Hill

COMMUNITY SPONSORSHIP (ONE AVAILABLE EACH FOR CHAPEL HILL, CARRBORO, HILLSBOROUGH): \$15,000

- All Benefactor Sponsor benefits
- Presenting title rights to the twenty works of art located in the town of your choosing. All signage, website lists, and mention on maps will designate you/your company as the presenting sponsor for the works located in that town
- Banner ad on Uproar website "Map" page
- Priority signage placement recognizing you/your business at opening and closing parties
- Remarks by you/a representative during parties
- Name/logo placement on digital ads
- Mention in all social media posts, plus one stand-alone post about your company
- Ten tickets to the Opening Party in Chapel Hill

OPENING PARTY PRESENTING SPONSOR: (ONE AVAILABLE) \$10,000

- All Benefactor Sponsor benefits
- Exclusive title rights to the Opening Party, to be listed as "Your Company Uproar Opening Party" on all references including voting app, website, and all printed and media mentions
- Priority signage placement recognizing you/your business as Presenting Sponsor
- Mention in all social media posts, plus one stand-alone post about your company
- Banner ad on Uproar website "Events" page
- Remarks by you/a representative during event
- Ten tickets to the Opening Party in Chapel Hill

UPROAR AWARDS PARTY PRESENTING SPONSOR: (ONE AVAILABLE) \$10,000

- All Benefactor Sponsor benefits
- Exclusive title rights to the Awards Party on Saturday, August 12, 2023, to be listed as "Your Company Presents Uproar Awards Party" on all references including website, printed and media mentions
- Priority signage placement recognizing you/your business as Presenting Sponsor
- Mention in all social media posts, plus one stand-alone post about your company
- Banner ad on Uproar website "Events" page
- Remarks by you/a representative during awards
- Ten tickets to the Opening Party in Chapel Hill

PEOPLE'S CHOICE PRIZE SPONSOR: (ONE AVAILABLE) \$10,000

- All Benefactor Sponsor benefits
- Exclusive title rights to the People's Choice Awards, to be listed as "Your Company Presents Uproar People's Choice Awards" on voting app, website, and all printed and media mentions
- Announcement of the winner by you/a representative of your company at the Awards Party in Hillsborough
- Banner ad on Uproar website "Voting" page
- Mention in all social media posts, plus one stand-alone post about your company
- Ten tickets to the Opening Party in Chapel Hill

BENEFACTOR SPONSORSHIP: \$5,000

- All Champion Sponsor benefits
- Name/company name to be included on identification signage located with each piece of artwork
- Dedicated signage displayed at parties
- Name/company name on all social media paid advertisements and posts
- Eight tickets to the Opening Party in Chapel Hill

CHAMPION SPONSORSHIP: \$2,500

- All Contributing Sponsor benefits
- Name/company logo on all printed materials
- Name/company inclusion in press release announcements, reaching statewide media outlets
- Six tickets to the Opening Party in Chapel Hill

CONTRIBUTING SPONSORSHIP: \$1,000

- All Uproar Supporter Benefits
- Company name, logo and link on website and e-news
- Company name listed on all printed materials
- Sponsor's Choice Awards to be selected by you/members of your team and recognized at the Awards Party
- Four tickets to the Opening Party in Chapel Hill

UPROAR SUPPORTER: \$500

- Name recognition on Uproar website
- Two tickets to the Opening Party in Chapel Hill
- Name recognition at the Awards Party in Hillsborough

SPONSORSHIP PACKAGES *(can be customized!)*

LEVEL	Tickets to Opening Party	Recognition at Parties	Website/ Enews	Sponsor's Choice Selection	Printed materials	Social media mention	Inclusion in Press Releases	Inclusion on Artwork Signage	Inclusion in paid ads	Naming Rights
Presenting \$25,000	15	Awards announcement, remarks, signage	Logo/Link, ad on homepage	✓	Logo	Mention in all posts + 3 designated posts	Featured release announcement	Primary placement	Print, digital, radio	Presenting naming rights to Festival
Community Sponsor \$15,000	10	Awards announcement, remarks, signage	Logo/Link, ad on "Map" page	✓	Logo	Mention in all posts + 1 designated post	✓	Presenting placement for all works in designated town	Print, digital	All artwork within designated town
Opening Party \$10,000	10	Awards announcement, remarks, signage	Logo/Link, ad on "Events" Page	✓	Logo	Mention in all posts + 1 designated post	✓	Primary placement	Print, digital	Opening Party
Awards Party \$10,000	10	Awards announcement, remarks, signage	Logo/Link, ad on "Events" Page	✓	Logo	Mention in all posts + 1 designated post	✓	Primary placement	Print, digital	Awards Party
People's Choice \$10,000	10	Awards announcement, remarks, signage	Logo/Link, ad on "Voting" page	✓	Logo	Mention in all posts + 1 designated post	✓	✓	Print, digital	People's Choice Award
Benefactor \$5,000	8	Announcement, Signage	Logo/Link	✓	Logo	✓	✓	✓		
Champion \$2,500	6	Announcement	Logo/Link	✓	Logo	✓	✓			
Contributing \$1,000	4	Announcement	Logo/Link	✓	Name					
Up roar Supporter \$500	2	Announcement	Name							

SPONSORSHIP DEADLINE APRIL 1, 2023

For more information visit www.artsorange.org/sponsoruproar or contact Katie Murray, OCAC Director, at kmurray@orangecountync.gov/919-245-2335