



SOUTH SIDE COMMUNITY
ART CENTER

A Legacy Of Artistic Excellence

52nd Annual
ART
AUCTION
FUNDRAISER

SPONSORSHIP PROSPECTUS



HONORING
DR. MARGARET BURROUGHS'
CENTENNIAL BIRTHDAY

"2 Ladies"
by South Side Community
Art Center Co-Founder
Dr. Margaret Burroughs
From the SSCAC
Permanent Collection

Sunday, September 24, 2017 5:00pm to 9:00pm

South Shore Cultural Center 7059 South Shore Drive Chicago, IL 60649

South Side Community Art Center 3831 S. Michigan Avenue (773) 373 - 1026 Chicago, IL 60653

SSCAC MISSION

The South Side Community Art Center (SSCAC) preserves, conserves, and promotes the legacy and future of African American Art and Artists while educating the community on the value of art and culture.

OVERVIEW

Established in 1940 at 3831 S. Michigan Avenue, the South Side Community Art Center (SSCAC) is the realized masterful inspiration of a small group of distinguished African American Artists including Margaret Burroughs, who desired a space where African American Fine Art could be regularly generated and appreciated. These determined cultural innovators set about creating an environment where Fine Art Collectors and Enthusiasts could gather, students would hone their skills under the instruction of multi-ethnic artists and everyone would be creatively stimulated and unapologetically expressive without apprehension.

As a direct result of the dedicated fundraising efforts of these artists, assisted by a WPA (Works Progress Administration) Grant, the South Side Community Art Center (SSCAC) vision was realized. In 1940, the former mansion was renovated into a commercial use space exclusively for the art center. The famed New Bauhaus Design staircase, erected during the restoration, stands as an innovative and functional work of architectural art that has been continuously used. On May 7, 1941, then First Lady Eleanor Roosevelt gave the dedication speech at the SSCAC official grand opening.

Many of the world's most famous and influential entertainment, music, literary and art greats past and present developed close ties with the SSCAC. Past luminaries included Nat King Cole, Harry Belafonte, Eldzier Cortor, Illinois Poet Laureate Gwendolyn Brooks, Gordon Parks, Jr., Charles White and Elizabeth Catlett. Present day notables include renown artists Kerry James Marshall, Joyce Owens, Gerald Griffin, Theaster Gates, Faheem Majeed and Richard Hunt. These and many others honed and/or shared their skills with students and guests of the SSCAC – a tradition that continues today. The South Side Community Art Center has been an official 501 (c)(3) since 1974 and became a Chicago Landmark in 1994.

Invest in this historic organization. Connect with your existing and potential customers while achieving your company's community investment and outreach goals.

SPONSORSHIP SUMMARY

As an SSCAC 52nd Annual Art Auction Sponsor, your company will be well positioned to directly attain marketing and branding goals. The primary demographic is a knowledgeable consumer who understands opportunities and options in the marketplace-and takes pride in supporting companies that support their beloved SSCAC. Accordingly, being top of mind and offering incentives, i.e., discount codes, special deals for attendees, et cetera, will go a long way. Additionally, as we will present 60-90 minutes of our event on Facebook Live, there is further reach and ROI for your Sponsorship Dollar to all of our supporters worldwide.

This year the SSCAC has committed to the inclusion of technology in all facets of the art auction. Accordingly, a myriad of new pre, post and expanded event day opportunities exist for the marketing and promotions of your brand before your target demographic. Unite with a 76-year legacy that has continuously withstood the tests and challenges of time.

Become a South Side Community Art Center 52nd Annual Art Auction Sponsor. Engage your target audience and expand with this ever evolving national and international brand.

NEW 2017 TOUCHPOINTS

1. **PRE-EVENT CONTACT** Potential art buyers will be directed to items to be auctioned 20-30 days PRIOR TO auction; thus, giving attendees more time to plan for bid day.
2. **CONNECT WITH HIGHER INCOME ATTENDEES.** Auction patrons spend an average of \$5k on fine art purchases. This year fewer and higher priced paintings will be auctioned. This year a concerted effort is being made to invite and attract high profile buyers.
3. **CONNECT BEYOND EVENT DAY.** Attendees are likely to hold on to Auction Program Books for 30 to 45 days post event due to expiration dates of coupons, deals, et cetera presented by Sponsors and Advertisers.
4. **GREATER ROI.** Flyers promoting the SSCAC Art Auction will be available to the public for five (5) months in advance of the event and disseminated in high traffic areas including within one of the most beautiful and well attended venues: South Shore Cultural Center- the SSCAC 2017 Auction site.
5. **DIGITAL MARKETING.** Monitors will be used throughout the event space to maximize marketing reach to attendees.
6. **VALUE ADDED MARKETING/PR.** Many of the targeted invitees and regular attendees will be present for the SSCAC May Press Conference announcing two major organizational milestones. The public will be formally informed of further honors bestowed upon the SSCAC-inclusive of direct media push formally announcing the SSCAC 52nd Annual Art Auction.
7. **SOCIAL MEDIA IMMERSION.** The SSCAC Facebook Page/Twitter/Instagram have all been linked for consistent messaging and content distribution; offering ease of access for SSCAC Sponsor promotions.

DEMOGRAPHICS

The South Side Community Art Center (SSCAC) Annual Art Auction attracts 95% African Americans, 3% Caucasian and 2% Hispanic and other ethnicities, ages 25-80+. The SSCAC Auction is attended by 60% women and 40% men; 10% are artists at various levels of their careers, 25% seasoned art collectors, 40% long-time supporters of the SSCAC and 25% general arts and culture enthusiasts.

The average age of predominant attendees falls between 42-75. Of this population, approximately 70% are college educated, 30% of whom hold advance and professional degrees. Most, 73%, are presently employed, 25% are retirees from upper management or entrepreneurial professional positions and 2% are current students. Income levels of predominant attendees range between \$40k to over \$250k with disposable income ranges from \$5k to \$150k.

A little more than 80% are tech savvy on varying levels, 85% use smart phone functions of texting and 65% use smartphones regularly to visit merchant websites, conduct personal business including banking and paying bills. Close to 90% connect to Social Media via phones of which 83% predominantly Tweet, Instagram or Facebook.

VENUE

Located at 7059 S. South Shore Drive in Chicago, Illinois the South Shore Cultural Center presents weekly programming and public events bringing hundreds of culturally curious and potential attendees to become aware of the SSCAC 52nd Annual Art Auction and affiliated sponsors. Because the Cultural Center is open to the public as a park district facility, advance posting of upcoming (in-house only) public events is encouraged. Accordingly, the SSCAC 52nd Annual Art Auction will enjoy benefits of weekly pre-promotions. This gives Sponsors who commit 'early on' greater exposure and more significant ROI.

Ample opportunities to bond with a captive audience exists throughout the event space. The Solarium will be the site for the Silent Auction, the Live Auction will be presented in the Paul Robeson Theater, with a reception to be held in the Theater Atrium. The Music Library, the intimate room in which the VIP Reception will be held, is a perfect backdrop to unite SSCAC Art Auction Sponsors with decision makers and marketplace influencers. The grand driveway and foyer of this former Country Club present tremendous opportunities to connect with SSCAC Art Auction attendees from point of entry through event culmination.

Signage initiates with a banner placed along the public way on venue exterior entry gate. Banners and digital signage will be presented throughout common areas of the event space. Opportunities for branding and promotions exist in six interior areas:

1) VIP Reception (Music Library), 2) Silent Auction (Solarium), 3) Public Reception (Robeson Theater Atrium), 4) Main Program/Live Auction (Robeson Theater), (5) connecting hallway between the Solarium, Theater and (6) "Winners Circle" pick-up claiming station for auction winners.

CHARITABLE BENEFITS

Sponsor the South Side Community Art Center (SSCAC) 52nd Annual Art Auction to receive solid advantages, long-term value and genuinely make a positive impact on the community by:

1. **Forging** Community Respect & Reputation of Distinction
2. **Furthering** the Developing of Arts & Culture Opportunities for Children and Teens
3. **Assisting** Overlooked Demographic: Aging & Veterans via Art
4. **Receiving** a Tax-Deductible Donation to an IRS Recognized 501(c)(3)
5. **Attracting** Primary, Secondary and Tertiary Audiences on and off-site
6. **Expanding** and/or Establishing Social Media Reach
7. **Leveraging** "Good PR" Opportunities
8. **Being** Community-Centric and a Civically Responsible Example to Employees
9. **Promoting** a Positive Association between Corporate Brand & Community
10. **Increasing** Company Profitability

SSCAC 52ND ANNUAL AUCTION SPONSORSHIP LEVELS & BENEFITS					
	Number of Sponsorships	BURROUGHS BENEFACTOR \$25,000	SSCAC CHAMPION \$12,500	LEGACY SUPPORTER \$5,000	SSCAC ADVOCATE \$2,500
Frequency of Benefits (below)		4	10	5	6
PRE-EVENT RECOGNITION					
SOCIAL MEDIA PROMOTION (Facebook-Twitter-Instagram)		●	●	●	●
SSCAC Website Inclusion (banner mention)		●	●	●	●
E-mail Blasts (list of 4k) Frequency 4/3/2/1		●	●	●	●
Event Promo Flyer (2.5k flyers)		●	●	●	●
Press Release & Media Alert (2/1)		●	●	●	
Acknowledged SSCAC Press Conference		●	●		
E-Newsletter 4k list (3/1/1/1)		●	●	●	●
VENUE EXTERIOR BRANDING					
Logo on Fence Banner (Faces Public Way)		●	●		
VENUE INTERIOR BRANDING					
Foyer & Common Hall Area Signage		●	●	●	●
Entertainment Area Signage		●	●		
Logo on Step & Repeat on Red Carpet		●			
DIGITAL INCLUSION					
Digital Signage (10/20 sec ad rotation)		●	●	●	●
Digital Program Ad (full/half/quarter/card)		●	●		
Digital Live Auction (:15 rotation)		●			
ON-SITE BRANDING					
Presenting/Title Sponsor		●	●		
Logo on Live Auction Event Banners		●	●		
Logo on Live Auction Stage Signage		●			
Electronic Coupons (Sponsor-provided)		●	●	●	●

SSCAC 52ND ANNUAL AUCTION SPONSORSHIP LEVELS & BENEFITS				
VIP MEET & GREET (Music Room)	\$25k	\$12.5k	\$5k	\$2.5k
Room Co-Naming Rights (event night only)	●			
Logo on VIP Gifts	●	●		
Exclusive Photo with Celebrity	●			
EVENT RECOGNITION				
Auction Room Co-Naming Rights	●			
Acknowledgement by Silent Auction Emcee	●	●	●	●
Electronic Product Sampling	●	●	●	
Logo Inclusion on Banner	●	●	●	●
Branding on Bid Sheets/Table Tents	●	●		
Auction Table Naming Rights	●			
Branding on Pens for Silent Bidding	●			
ROBESON THEATER ATRIUM	\$25k	\$12.5k	\$5k	\$2.5k
Co-Naming Rights to Atrium	●			
Logo on Buffet Stations	●			
Logo on Registration Table/Check-in Tables	●			
Logo on Back of Bidding Paddles	●			
Signature Sponsor Non-Alcoholic Drink	●			
Logo on Cocktail Napkins	●	●		
LIVE AUCTION (Robeson Theater)				
Co-Naming Rights to Theater	●			
Opening/Segue to Live Auction (Mention)	●	●	●	●
Break/Awards (Live Auction-Part 1)	●			
Segue into Live Auction Finale (Part 2)	●			
Executive Director's Closing (Mention)	●	●	●	●
Address Audience - 3 minutes	●			
Acknowledged in VIP Meet & Greet	●			
Logo Inclusion on Table Tents	●	●		
Logo on Stage Signage	●			5.

SSCAC 52ND ANNUAL AUCTION SPONSORSHIP LEVELS & BENEFITS				
BONUS BRANDING & BENEFITS	\$25k	\$12.5k	\$5k	\$2.5k
Logo on Event Tickets	●			
Complimentary VIP Tickets (10/4/3/2)	●	●	●	●
SSCAC Individual Memberships (10/4/3/2)	●	●	●	●
Printed Program Book Ad (full/half/qtr/card)	●	●	●	●
Social Media Mentions (bi-monthly/monthly)	●	●	●	●
Logo Inclusion on SSCAC Web Banner	●	●		
Logo on Valet Tickets (250+)	●			
Category Exclusivity	●			
On-Site Facebook Live Interview	●			
Logo on Printed Event Invitations	●			
ART PICK-UP STATION				
Logo on “Winner’s Circle” Station	●			
Logo Label/Tape (Sponsor Provided)	●			
Thank You Post Card (Sponsor Provided)	●			
Photo Opp With Live Auction Winners	●			
POST EVENT				
Press Release (1)	●	●	●	●
Inclusion Fall E-Newsletter & Blast to 4k	●	●	●	●
Logo on SSCAC Web Banner (30/15 days)	●	●		
Formal Acknowledgement in News Article	●	●		
IN-KIND DONATION SPONSORS	\$25k	\$12.5k	\$5k	\$2.5k
Donation value determines level of sponsorship. Desired donations include: plane tickets, VIP experiences and more	TBD	TBD	Event Advertising Media Buys Promo Premiums	Raffle Prizes Gift Certificates Printing Services

SSCAC 52nd ANNUAL ART AUCTION FUNDRAISER SPONSORSHIP SELECTION



Thank you for your commitment to the success of the South Side Community Art Center 52nd Annual Art Auction. Please provide your company name and art work as a PNG file and forward to (graphic designer's name/e-mail). Please e-mail this form with credit card payment information to Anita Muhammad: anita@sscaartcenter.org. Checks should be made payable to: South Side Community Center and mailed to "SSCAC 52nd Art Auction" c/o Masequa Myers 3831 S. Michigan Avenue Chicago, IL 60653. You will receive a confirmation call or e-mail upon receipt of correspondence.

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| <input type="checkbox"/> Burroughs Benefactor - \$25,000 | <input type="checkbox"/> SSCAC Champion - \$12,500 |
| <input type="checkbox"/> Legacy Supporter - \$5,000 | <input type="checkbox"/> SSCAC Advocate - \$2,500 |

SPONSOR COMMUNICATION

Contact Name _____ Title _____
Cell Phone _____ E-mail _____
Office Phone _____ Fax# _____
Name of Company _____
Address _____ City/State/Zip _____

PAYMENT INFORMATION

Type ____ Check or Credit Card ____ VISA ____ MC ____ AMEX
Name(s) on Card _____
Account# _____ Expiration _____ CCV# _____
Authorized Agent Signature _____
Printed Name of Card Holder _____

SSCAC 52nd ANNUAL ART AUCTION FUNDRAISER SPONSORSHIP AGREEMENT



WHEREAS the South Side Community Art Center located at 3831 S. Michigan Avenue in Chicago, IL 60653, hereinafter referred to as “SSCAC” or the “Host” hereby presents and affirms sponsorship opportunities via this instrument (the “Agreement”) for the SSCAC 52nd Annual Art Auction to be held Sunday, September 24, 2017 at the South Shore Culture Center, 7059 S. South Shore Drive in Chicago, IL 60649; and WHEREAS the _____ (company name), (the “Sponsor”) agrees to the consideration in exchange for said opportunity stipulated herein. NOW, THEREFORE, in consideration of the mutual covenants and promises made by the parties hereto, the SSCAC and Sponsor (individually, each a “Party” and collectively the “Parties”) covenant and agree as follows:

To be considered an official 2017 Sponsor of the SSCAC 52nd Annual Art Auction, Sponsor must remit payment in full along with Sponsorship Level Selection Form.

CONSIDERATION

Sum consideration provided by Sponsor shall be determined as stipulated herewith per Sponsor Selected level of participation.

TERMINATION

This Agreement shall automatically terminate at 11:59p.m. Sunday, September 24, 2017 unless otherwise stipulated by Sponsor eligible benefit.

CHANGES/CANCELLATIONS

Any changes to this Agreement must be made in writing and signed by all Parties. If the Event is canceled due to unforeseen circumstances no refunds will be granted. Sponsors are individually liable for procuring event cancellation insurance.

HOLD HARMLESS

Neither our event nor its affiliates, directors, officers, employees, subcontractors or agents shall have any liability (including without limitation, contract, negligence and tort liability) for any loss of profits, opportunities or goodwill or any type of indirect or consequential damages in connection with this Agreement. Where Sponsor's negligence, intentional misconduct or breach of this Agreement results in a claim by a third party against our event or its affiliates, officers or directors, Sponsor agrees to indemnify and hold harmless our event and its affiliates, officers and directors against all damages and costs incurred due to such claim, including, but not limited to, attorney's fees and court costs.



The undersigned
Agree and affirm this _____ day of _____ 2017 by and between:

SSCAC Representative _____ Printed Name _____

Sponsor Representative _____ Printed Name _____

Sponsor Company Name _____

Title of Authorized Representative _____