



As the **Ravenswood ArtWalk** (RAW) enters its 17<sup>th</sup> year, we're excited to explore new ways to connect with visitors to this annual "Tour of Arts & Industry." Part open house, part studio crawl and part street festival, the event has evolved over nearly two decades into a dynamic celebration of creativity and craftsmanship. Each year, RAW provides us the opportunity to showcase this incredible community of artists, artisans and makers that work here in the historic Ravenswood Industrial Corridor.

In recent years we've added a number of new attractions, including industrial tours, permanent and temporary art installations, a short film festival, a children's activity corner and, of course, our popular pop-up craft beer garden. Among 2017's new initiatives was the debut of the **RAW Schools Grant**, a partnership between the **Greater Ravenswood Chamber** (GRCC) and sponsor **Access Contemporary Music**. The grant will allow us to fund a new public art project from a local school that will be included in this year's festival.

Through the support of our sponsors, we are able to continue finding new ways to engage visitors from across Chicago, helping to generate community investment in and public awareness of this remarkable hub of creative industry. We approach these partnerships with a combination of outside-the-box thinking and thoughtful flexibility that allows us to provide our sponsors with maximum visibility in a way that makes real sense for everyone.

RAW 2018 is set for Saturday 9/15 and Sunday 9/16, with proceeds benefitting local art projects, as well as the work of both the Ravenswood Community Council and the GRCC. Included here are details on a number of ways you can partner with RAW, including through advertising, sponsorship or on-site participation. I've also included a more in-depth profile of the event, with details about RAW's target audience, marketing exposure and on-line presence.

I'm thrilled to be working on the festival again while exploring new ways to grow it, for this year and beyond. If you have ideas for programming that you or your organization would like to help bring to RAW, please contact me at (773) 975-2088 or [gene@ravenswoodchicago.org](mailto:gene@ravenswoodchicago.org). We're always open to new collaborations.

Thanks in advance for both your time and your consideration. If there is any other information we can provide, please don't hesitate to ask. I look forward to speaking with you soon.

Sincerely,

Gene Wagendorf III  
Events & Marketing Director  
Greater Ravenswood Chamber of Commerce

Greater Ravenswood Chamber of Commerce  
1770 W Berteau, Suite 207  
Chicago, IL 60613  
773.978.2088

# RAVENSWOOD

# ArtWalk

TOUR OF ARTS AND INDUSTRY  
SEPTEMBER 15 - 16

## ABOUT RAVENSWOOD ARTWALK



Ravenswood ArtWalk (RAW) is an annual celebration of arts and industry taking place along the historic Ravenswood Corridor. Founded in 2001 as a studio and gallery crawl, the festival has grown to include a street festival, children's activities, an outdoor beer garden and a variety of indoor and outdoor arts programming. The event now features over 50 venues, hundreds of artists, and two stages of live music, spread across Ravenswood Avenue from Irving Park Rd north to Lawrence Ave. Proceeds from the Ravenswood ArtWalk support local art programs and initiatives, as well as the work of both the Ravenswood Community Council and Greater Ravenswood Chamber of Commerce.

### What Makes RAW Different?

RAW is locally planned and managed by the Greater Ravenswood Chamber of Commerce, which places a natural emphasis on local talent, food and drink. Many of the artists participating in the event studied here in Ravenswood, and nearly all the beer at the festival comes from our neighborhood breweries. RAW provides visitors with the rare opportunity to tour historic industrial spaces, see artists in their studios, visit new galleries and learn about how a variety of products are made. Both stages of music at the festival are made up of original local talent- no cover bands or touring acts here. Supporting our local community of artists is at the forefront of everything we do.

### Is RAW Family Friendly?

We encourage visitors to bring the entire family to the ArtWalk. Our RAW Children's Corner features a number of engaging activities, including building projects with our partners at the Bit Space youth makers lab and musical games courtesy of Merry Music Makers. The Begyle Urban Craft Beer Garden offers guests a place to relax and enjoy food, beverage and live music in the shade while mingling with neighbors. The event is stroller and dog friendly.

# RAVENSWOOD

# ArtWalk

## TOUR OF ARTS AND INDUSTRY

### RAW Facts



#### Target Audience

Ravenswood ArtWalk appeals to a wide and sophisticated audience. Ravenswood's families and young professional are joined each year by visitors from across Chicago with an interest in art, craft beer, music, theater and architecture.

#### Marketing + Exposure for Sponsors

CHIRP Radio is our anticipated radio sponsor, running a number of promotional spots for the event, listing the event in their online calendar and in their electronic newsletter.

RAW will advertise the festival through a variety of display ads, neighborhood signage, online promotions, and digital ads.

The event is promoted through its own website and social media feeds, as well as those of the Greater Ravenswood Chamber of Commerce. Sponsor logos and links are included on both websites and in an e-guide going out to over 6,000 subscribers in advance of the festival.

Press releases including our sponsors are sent to over 100 local and national press contacts.

200 posters, 5,000 postcards, 8,000 event programs and at least 10 vinyl advertising banners are produced with our sponsor's logos and distributed locally.

#### Digital/Social Media Reach

RAW E-Guide: 4000+ subscribers

Facebook: 3,917 followers, 113,000+ impressions in 2017

Twitter: 1,076 followers, 24,000+ impressions in 2017

Instagram: 469 followers (launched in 2016)



# RAVENSWOOD

## ArtWalk

September  
15 - 16  
11 AM - 6 PM

TOUR OF ARTS + INDUSTRY

### SPONSORSHIP + ADVERTISING REGISTRATION

#### CONTACT INFORMATION

Business Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Method of Payment:  Check  Visa  MasterCard

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholders Name \_\_\_\_\_ Signature \_\_\_\_\_

#### SELECT A SPONSORSHIP LEVEL

- |  |          |
|--|----------|
| <input type="checkbox"/> Co-Presenting Sponsor | \$4000   |
| <input type="checkbox"/> Music Stage Sponsor   | \$2500   |
| <input type="checkbox"/> Patron of the Arts    | \$2000   |
| <input type="checkbox"/> Arts Advocate         | \$1000   |
| <input type="checkbox"/> Community Supporter   | \$350    |
| <input type="checkbox"/> Other/In-Kind         | \$ _____ |
| <input type="checkbox"/> Back Cover Ad         | \$1500   |
| <input type="checkbox"/> Full Page Interior Ad | \$1000   |
| <input type="checkbox"/> Half Page Ad          | \$500    |
| <input type="checkbox"/> Quarter Page Ad       | \$250    |

The Ravenswood ArtWalk is proudly presented by the Greater Ravenswood Chamber of Commerce.

Your contributions are tax deductible.

Proceeds from this event help support a variety of neighborhood programs and initiatives.

Applications and payment should be mailed to:

Greater Ravenswood Chamber of Commerce  
c/o RAW 2018  
1770 W Berteau, Suite 207  
Chicago, IL 60613

Checks may be payable to: Ravenswood ArtWalk



# RAW: TOUR OF ARTS + INDUSTRY

## SPONSORSHIP + ADVERTISING LEVELS

\* all sponsorship levels include festival participation

### CO-PRESENTING SPONSOR - \$4000 (One Available)

A Co-presenting Sponsor receives maximum visibility in all ArtWalk promotion and advertising, including the RAW Guidebook (6,000+ copies), event poster (200 copies), vinyl street banners (minimum 5), and a full-page color ad in the Guidebook. Co-presenting Sponsors receive top billing on the event website, e-guide, and press releases, as well as a special "boosted" thank you post via social media.

In an effort to give back to the community while increasing your visibility, \$500 will go towards the 2017 RAW Schools Grant, which will help us fund an art project at a Ravenswood school. The sponsor will be invited to send a representative to present the grant to officials from the selected school, and will be acknowledged on all material related to the grant.

### MUSIC STAGE SPONSOR - \$2500

RAW features two stages of live music, both located near the festival's food and beverage options and visible to thousands of attendees over the weekend. The sponsor's name and logo are featured on a vinyl banner over their stage. Stage Sponsors also receive logo placement on the event poster (200 copies), in the RAW Guidebook (6,000+ copies), on vinyl street banners (minimum 5) and on the event website.

### PATRON OF THE ARTS - \$1500

Your organization will receive recognition as one of the major supporters of RAW, including prominent placement in the RAW Guidebook (6000+ copies), on the event poster (200 copies), and on all vinyl street banners (minimum 5). Patrons receive a half page color ad in the RAW Guidebook, and will be featured on the event website, e-guide and press releases. Patrons also get a special "boosted" thank you post via social media.

### ARTS ADVOCATE - \$1000

Your organization will receive logo placement in the RAW Guidebook (6000+ copies), on the event poster (200 copies), and on all vinyl street banners (minimum 5). Advocates receive a quarter page color ad in the RAW Guidebook, and will be featured on the event website and e-guide.

### COMMUNITY SUPPORTER - \$350

Your organization will receive logo placement on the RAW poster (200 copies), as well as a quarter page ad in the RAW Guidebook. Community Supporters will also be featured on the event website and e-guide.

### RAW GUIDEBOOK ADS - \$250-1500 (6000+ Copies)

\$1500 - Back Cover (5.5" x 8.5") color ad on the RAW Guidebook's back cover

\$1000 - Full Page (5.5" x 8.5") color ad in the RAW Guidebook

\$500 - Half Page (5.5" x 4.25") color ad in the RAW Guidebook

\$250 - Quarter Page (2.75" X 4.25") color ad in the RAW Guidebook

\* To ensure quality reproduction, all logos should be vector files (.eps or .ai files) and all advertisements should be delivered as high resolution PDF files (300 dpi at final print size). All color images and layouts must be CMYK mode.

### IN-KIND DONATIONS + OTHER SPONSORSHIP OPPORTUNITIES

To discuss unique sponsorship opportunities, please contact [gene@ravenswoodchicago.org](mailto:gene@ravenswoodchicago.org). Sponsorship benefits for in-kind donations will reflect the equivalent dollar value of the donation. We are especially interested in in-kind donations in the following areas: printing, advertising, volunteer support, ice delivery and sanitation services.

**GREATER RAVENSWOOD CHAMBER OF COMMERCE + RAVENSWOOD COMMUNITY COUNCIL**

1770 W BERTEAU, SUITE 207 CHICAGO, IL 60613 (773) 975-2088

[WWW.RAVENSWOODCHICAGO.ORG](http://WWW.RAVENSWOODCHICAGO.ORG) [WWW.RAVENSWOODARTWALK.ORG](http://WWW.RAVENSWOODARTWALK.ORG)



# RAVENSWOOD

## ArtWalk

### TOUR OF ARTS AND INDUSTRY

## ON SITE PARTICIPATION OPTIONS

### Children's Corner Participation - \$250-300

Businesses that are not by nature related to the arts looking to connect with local families may participate in or sponsor our RAW Children's Corner, located at Ravenswood and Berteau. Participation is open to GRCC member business at \$250 per spot and to non-members at \$300. Participants are required to submit a list of planned children's activities/games/giveaways/etc.

### Children's Corner Sponsorship - \$800-1000 (one available)

Businesses may also sponsor the entire Children's Corner, which would include the above opportunity for on-site participation as well as Children's Corner branding (ex: The Company X Children's Corner or RAW Children's Corner, Presented Company X), logo inclusion on children's corner banners, on the RAW poster and website, and in the RAW Guidebook (6,000+ copies).

### Booth Space in the Begyle Craft Beer Garden - \$300-400

Businesses may apply for on-site presence at the Begyle Craft Beer Garden, located in the parking lot at Ravenswood and Berteau. The beer garden includes a bar sponsored and run by Begyle Brewery, live music, local vendors and a food truck round-up, as well as space for local businesses. There are 4 10x10 spaces available at \$300 for GRCC members and \$400 for non-members. Tents, tables and other equipment are the responsibility of the participating business, but can be rented through RAW.

### RAW Guidebook Ads - \$250-1500 (6000+ copies)

\$1500 – Back Cover (5.5" x 8.5") color ad on the RAW Guidebook's back cover

\$1000 – Full Page (5.5" x 8.5") color ad in the RAW Guidebook

\$500 – Half Page (5.5" x 4.25") color ad in the RAW Guidebook

\$250 – Quarter Page (2.75" x 4.25") color ad in the RAW Guidebook

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**Have questions?** Contact Gene at (773) 975-2088 or [gene@ravenswoodchicago.org](mailto:gene@ravenswoodchicago.org)

**Greater Ravenswood Chamber of Commerce**

1770 W Berteau, Suite 207 Chicago, IL 60613

[www.ravenswoodchicago.org](http://www.ravenswoodchicago.org)

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