



**2014-2015
SPONSORSHIP OPPORTUNITIES**



ABOUT

Since 1999, First City Art Center (formerly the Belmont Arts & Cultural Center) has engaged the community in the creative process through the visual arts.

There is a creative spirit in all of us that nourishes our humanity and enriches our society. We grow a creative culture that encourages people of all backgrounds, ages and skill levels to explore, participate and experiment in the visual arts.

First City Art Center engages the community in participating in creative process at a “working” art center. Through a broad range of studio classes, workshops and outreach programs it serves approximately 1,000 adults and children each year. The Center provides opportunities for people to create through glass blowing, glass bead making, clay sculpting, pottery on the wheel, hand-built pottery and music lessons for youth, with a continued emphasis on expanding offerings. FCAC also conducts three popular and successful major fundraising events annually, with work by First City artists and guest artists. The center is located in the Longhollow neighborhood at 1060 N. Guillemard on the corner of Guillemard and Gonzales.

MISSION

First City Art Center is a prominent working art center that cultivates economic and cultural growth for our region.

CORE VALUES

First City Arts Center is committed to maintaining a set of core values in all interactions and relationships internally and externally.

Those core values are:

Leadership: Lead the arts community as well as the next generation of our organization

Integrity and Stability: Ensuring constituent satisfaction

Accessible, Inclusive and Diverse: Low barrier to entry, affordable

Inspirational, Interactive and Entertaining: Innovative in terms of our offering (vs product)

Collaborative with Community

Involvement: Universities, Schools, Other non-profits, Neighborhood associations (Long Hollow, North Hill, Belmont, et al)

Vitality: Enriching the community through outreach, education and events



CURRENT PROGRAMS

Hands-on learning and creation are what the First City Art Center is all about! We are a unique working studio that offers classes in glass, pottery and more to both young and old.

FCA workshops offer an intensive experience that will give students information to distill and practice for months and even years afterwards. A wide variety of disciplines and mediums are offered. Most are appropriate for all levels of students with some designed specifically for intermediate and advanced students:

- Glassblowing
(Beginning 1&2, Intermediate 1&2)
- Glass beadmaking workshops
- Make Your Own Glass
- Pottery on the wheel workshops
- Intro & Advance Cold Working*
- Glass Fusing*
- Glass Slumping*
- Pottery for kids
- "It Takes Two" pottery experience
- Ceramic Sculpture workshops
- Ceramic studio rental
- Glass studio rental

****Coming Soon!***

A unique feature about FCAC is that it is the only public glass blowing facility in Northwest Florida.



EVENTS

Annual Glass Pumpkin Patch

October 11th, 2014

Annual fundraising event held in October, featuring over 1500 hand-blown glass and ceramic pumpkins by FCAC artists, in a profusion of colors and an array of sizes and styles. There has been a sell-out of all pumpkins each year with an anticipated 1,000+ patrons attending the 2015 event.

Foo Foo on Fire

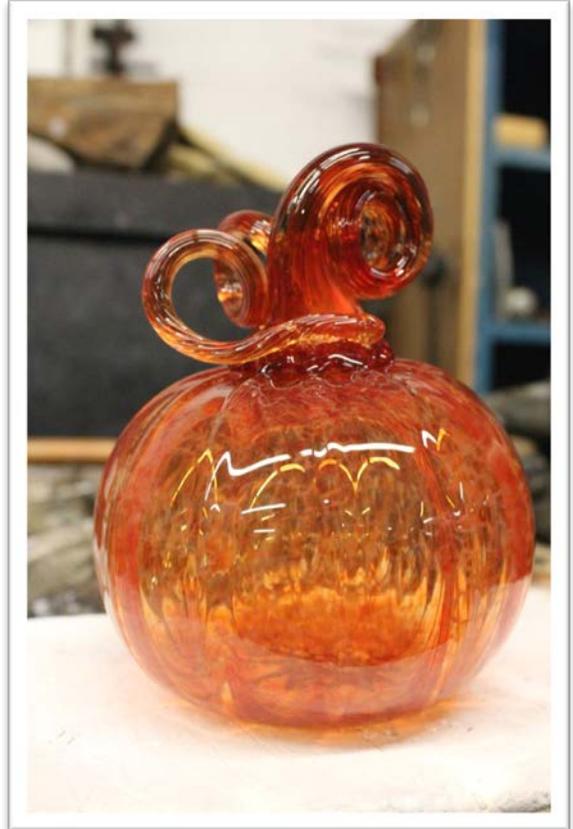
November 8th, 2014

This exclusive once a year event, in conjunction with the Great Gulfcoast Arts Festival, that features some of the BEST glassblowers and potters in the country doing live demos with FCAC's own glass artists and creating pieces that the audience can bid on!

Hot Glass, Cold Brew

Dec. 5th, 2014 / Feb. 6th, 2015/March 20th, 2015/ May 1st, 2015

This signature event series is a popular and favorite fundraiser. Patrons can purchase a one-of-a-kind hand-blown glass cup or hand-thrown clay cup & enjoy complimentary pizza and brew, live music, along with wheel-thrown pottery demos, glass bead making demos and glassblowing demos by FCAC artists.



COMMUNITY PARTNERS & OUTREACH

Open Books, Prison Book Project

FCAC collaborates with our neighbors as much as possible for events and programs. Recently, after the flood, FCAC pledged a percentage of the funds raised through online giving to Open Books to aid in their recovery as well.

Belmont Youth Band

FCAC continues to offer administrative support to the Belmont Youth Band. They have moved on to a new and better location, but need assistance with book keeping and referrals. FCAC has helped them fundraise and has written successful grants for them. Some of their band students practice on FCAC campus free of charge each week.

Dixon School of the Arts

Dixon school started coming to FCAC in 2013 for field trips. Since then FCAC has been working to create a pottery program with the school that will allow them to add pottery to their curriculum without the need to build an extra studio space. Students will travel to FCAC and be instructed here.

Gulf Coast Kids House

Each public event of the 2013-14 season included an information booth and diaper drive for the GCKH. They were invited to host a kid's art activity and hand out child abuse detection and prevention information.

Current partnerships, cont.

Big Brothers/Big Sisters of NW Florida

FCAC partnered with BB/BS to provide workshops for their "littles" to participate in making artwork out of glass for older students, while younger ones made bowls and pinch pot "purses" out of clay. The completed pieces were auctioned at a BB/BS fundraiser. In 2013 and 2014 each guild at the FCAC decorated a bowling pin to be use in BB/BS's annual fundraiser, 'Bowl for Kids' Sake'.

Great Gulfcoast Arts Festival (GGAF)

FCA, in partnership with the GGAF, has been presenting, "Glass Jam" for over nine years. Members, invited guests and patrons have a once-a-year opportunity to see artwork from GGAF and FCAC created live and to bid in the live auction.

Materials to repair a glass fusing kiln were made possible through a grant from the GGAF executive board.

University of West Florida (UWF)

FCAC has partnered with the UWF art department to have BFA showings and openings. UWF has also provided interns from the Visual Arts Department. Several UWF students have been hired to teach small workshops and kid's programming at FCAC. FCAC has also hosted the Leisure Learning Studies program for pottery and glass workshops.



Current partnerships, cont.

Emerald Coast Community of Makers

FCAC has been working with ECCM to develop “STEAM” (Science, Technology, Engineering, Art and Math) projects for kids. FCAC plans to merge the ECCM into the organization and grow these programs, creating weekly and monthly workshops.

Escambia & Santa Rosa County School District – Glass Mentorship

In 2011 the FCAC Glass Guild had recognized the need to attract young artists to the glass program. With the absence of a college-based program in the community it is very difficult and expensive for young artists to learn glassblowing. The mentorship program is FCAC’s first attempt to develop young artists in an intensive hands-on experience.

The FCA Glass Guild reached out to the Escambia and Santa Rosa County High School arts teachers who recommended a select group of students; each student was asked to provide a one-page narrative about his or her pursuit of, and interest in art as well as a few photos of their work. Two students were painstakingly chosen to participate in this mentorship and began their orientation under the tutelage of FCAC Glass Guild members, volunteering their time and talents, and FCA donated all materials for this pilot program. Success of this pilot program will hopefully garner funding for future long-term sustainability and growth of this program.. To date, 12 students have participated. With the new Fellow, FCAC will be able to offer the program for up to 12 students each year!

Current partnerships, cont.

Pensacola State College (PSC)

FCAC is working with the art department to create a college level glass blowing survey class. The new Glass Arts Fellow will be teaching this class and it should be available in the fall semester. Hosting this class at FCAC allows PSC to add a dynamic program with no overhead cost.

Other Organizations Being Served:

- Alcoholic Anonymous
- Community Action Program Committee
- The Cub Scouts
- Veterans Upward Bound
- University of South Alabama
- School field trips from Santa Rosa and Escambia Co. Schools
- Art donations to over 20 organizations each year
- The Greater Good Festival
- North Hill Preservation Association
- Long Hollow Neighborhood Association
- Open Books
- Emerald Coast Community of Makers



BENEFITS OF SPONSORSHIP

Your business can get immediate payback by using our reach into a market segment that appreciates the arts and sustainable community development. Our audience is the same group that seeks the services and products that you distribute—and is likely to have more income to devote to enhancing your business model.

First City Art Center sponsorship is a mutually beneficial endeavor. Corporate dollars are a critical part of continuing the Art Center's innovative visual arts programming, community outreach and facility growth. An Art Center sponsorship offers businesses a unique opportunity for visibility and community involvement.

Sponsors receive recognition in connection with Art Center events, programs and printed materials directly related to the sponsored program or event.

Distribution of recognition:

- Logo & link on website
- Banner in FCA studio
- Verbal recognition during events
- Social media outlets – Facebook, etc.
- Press releases / articles
- Eblasts / enews

SPONSORSHIP LEVELS

\$5,000

- Sponsor designation: “Hot Glass / Cold Brew” events season
- PR and recognition at designated event (s). (see recognition designation)
- (4) Passes to HGCB events for sponsor season
- Annual corporate membership (value \$500)
 - 15% discount on all workshops
 - \$5.00 discount off of the glass at HGCB
 - \$5.00 discount off of each hour of studio time
 - Corporate memberships extend benefits to all employees

\$2,500

- Sponsor designation: Pumpkin Patch event.
- Pre-event preview and “first pick”
- PR and recognition at designated event (s). (see recognition designation)

\$1,000

- Sponsor designation: Foo Foo on Fire event.
- (4) Passes to event
- PR and recognition at designated event (s). (see recognition designation)

\$500.00 Corporate Membership

- Donor Recognition



I am interested in supporting the First City Art Center through one of the following sponsorships (check one):

- \$5,000 "Hot Glass, Cold Brew" Sponsor
- \$2,500 "Pumpkin Patch" Sponsor
- \$1,000 "Foo Foo on Fire" Sponsor
- \$500.00 Corporate Member

Combination In-Kind and Monetary*

* Please describe In-kind portion of sponsorship and assigned value

\$ _____

Check and complete one of the three billing methods below.

Check

Enclosed is a check payable to the First City Art Center in the amount of \$ _____

Credit Card

I would like to charge my sponsorship of \$ _____, _____ to Visa MC Discover

Account Number: _____ - _____ - _____ - _____

Expiration Date: _____ / _____

Signature: _____

Bill

Please bill me for the sponsorship in the amount of \$ _____

Organization: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

