

SPONSORSHIP OPPORTUNITY

for the Springfield Area Arts Council's
40th First Night Springfield

December 31, 2026 // Downtown Springfield
springfieldartsco.org/first-night



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ABOUT US

Serving both Sangamon and Menard counties, the Springfield Area Arts Council has been enriching the community through the arts for the past 50 years. You've seen us at *Levitt AMP Springfield*, *Music at the Market*, *Artist in the Park*, and more. We provide free and accessible opportunities for everyone to enjoy the arts, and this doesn't happen without community support.

WHAT TO EXPECT



Family-Friendly



Non-Alcoholic



Live Performances



Multiple Venues



Art Raffle

BENEFITS OF BEING A FIRST NIGHT SPRINGFIELD SPONSOR

PRESENTING \$10,000 <i>1 available</i>	CATALYST \$5,000 <i>5 available</i>	SUPPORTER \$2,500	PATRON \$1,000	FRIEND \$500
Prominent logo placement on all printed and digital materials	Logo included on all printed and digital materials	Logo included on all printed and digital materials	Logo included in program and website	Logo included in program and website
Minimum of 3 solo social media posts	Minimum of 2 solo social media posts	2 solo social media posts	1 solo social media post	1 group social media post
20 tickets	12 tickets	8 tickets	4 tickets	×
Full page ad in program	Half page ad in program	Quarter page ad in program	×	×
Welcome announcement by company representative	×	×	×	×
Exclusive recognition as presenting sponsor	×	×	×	×

METRICS

44%

Email open rate

1000+

Attendees

25+

Sponsors & Donors

Scan to fill out online sponsorship form.

