

THE MOST COST-EFFECTIVE MARKETING INVESTMENT YOUR BUSINESS CAN MAKE !



Join us as a “Partner in the Arts”

\$225 – Business Partner:

Your company listed as a Business Partner on the Council website* and a link to your site
Partner names are rotated as sponsors of the weekly “Best Bets” emails to a 2,000+ high-demographic group
Arts coupon books with admission discounts to cultural events for your employees (up to 25 free)
If your firm schedules arts-related events, they will be included in our online & web calendars
Opportunity to advertise on the Council website (advertising limited exclusively to partners)
Window decal for display as a “Partner in the Arts”
Invitations to member events and priority seating
Invitations to Council-sponsored educational seminars and partner discounts

\$500 – Corporate Partner:

Expanded listing for your company as a Corporate Partner on the Council website*
(includes detailed description of firm, photo and link to your site)
Partner names are rotated as sponsors of the weekly “Best Bets” emails to a 2,000+ high-demographic group
(double the number of rotations for corporate partners and more in-season sponsorships)
Arts coupon books with admission discounts to cultural events for your employees (up to 50 free)
If your firm schedules arts-related events, they will be included in our online & web calendars
Opportunity to advertise on the Council website (limited exclusively to partners)
Free UAC memberships for your employees and/or customers. One year “Friends” memberships are normally \$65; you may offer complimentary memberships to your customers; we provide you with redemption postcards to give customers
Window decal for display as a “Partner in the Arts”
Priority notice of all naming and sponsorship opportunities for Council events and activities
Invitations to member events and priority seating
Invitations to Council-sponsored educational seminars and partner discounts

*The United Arts Council website averages 63,000 hits per month! It is the most popular cultural website in the county. It is the primary website for cultural information that is linked to from these sites: Convention & Visitors Bureau; Chamber of Commerce for Naples and Marco Island; governments for Collier County, Naples and Marco Island. It is also the primary resource for daily information for the concierges at major local hotels.

WHY SUPPORT THE ARTS? WHY THE UNITED ARTS COUNCIL?

Why partner with the United Arts Council?

Your support of the United Arts Council of Collier County enables your business to make one contribution and impact ALL of the arts!

The Council has been designated by the state of Florida as the official Local Arts Agency for the county. In this role, the Council acts as the “umbrella” organization, working with **ALL** arts constituencies ~ Music, Dance, Theatre, Literary Arts, Museums, Film, Painting, Sculpture, Photography, Environmental Arts, Design. Collier County enjoys a diverse cultural community:

- 54 Non-profit cultural organizations of all sizes (i.e., The Phil, Naples Art Association, Marco Art League, Naples Players, Classic Chamber Concerts, Botanical Garden, etc.)
- 100+ galleries and artist studios
- 500+ visual and performing artists
- Thousands of local residents who love the arts!

The Mission of the United Arts Council: *“Enriching lives and strengthening the community through the power of the arts”*

Why is it important for Collier County businesses to support the arts?

Economic:

- An estimated 4,000-5,000 jobs are created in Collier County through secondary spending related to the Arts
- The Arts have an annual impact of over \$250 MILLION on our local economy
- Top potential employees are drawn to culturally-enriched communities
- A strong arts community encourages relocation of year-round residents and retirees, bringing more business for all

Quality of Life:

- Impact on Children – young people who participate in the arts in school are: four times more likely to be recognized for academic achievement; four times more likely to participate in math and science fairs; and three times more likely to go on to higher education
- Impact on adult residents: Rich cultural atmosphere with varied performing and visual arts activities taking place throughout the year; plus, the beauty of art in public places that will continue to flourish as the community grows



APPLICATION FOR BUSINESS/CORPORATE PARTNERS

Firm Name: _____ Phone: _____

Contact Person: _____ Email: _____

Address: _____ City: _____ Zip: _____

Website: _____ Fax: _____

Description of your firm and services provided:

Type of Membership:

- Business Partner (\$225 annually) Corporate Partner (\$500 annually)

Checks payable to: United Arts Council
Mail to: 2335 Tamiami Trail North, Suite 504
Naples FL 34103-4459

Fax with credit card information to: 263-3830

Type of card: Visa MasterCard

Card # _____ Expires: _____

Print name on card: _____ Signed: _____

Number of employees at your firm: _____ (for discount coupon books; up to 25 free at "Business" level; up to 50 free at "Corporate" level)

How many free postcards would you like? _____ (for "Corporate" memberships -- give these to your customers to redeem for free United Arts Council memberships)

Membership packages for "Corporate" level include a photo on your web listing. Please email photo as a jpeg attachment to: dgrundeman@uaccollier.com

For more information about Business and Corporate memberships, contact Executive Director, Elaine Hamilton at 263-8242.