

The
EASTERN KENTUCKY
Visual & Performing Arts



**COLLEGE &
CAREER FAIR**



**FRIDAY
OCTOBER 20, 2023**

College Fair | Career Fair
10am-2pm | 5pm-8pm

GRAC

Gateway Regional Arts Center



**EXHIBITOR
INFORMATION GUIDE**

Gateway Regional Arts Center
101 East Main St
Mt. Sterling, KY 40353



THE PREMIER RECRUITING EVENT FOR CREATIVES IN THE EASTERN KENTUCKY REGION

Welcome to the Eastern Kentucky Visual & Performing Arts College and Career Fair at the Gateway Regional Arts Center!

The Gateway Regional Arts Center (GRAC) is the premier cultural center for Kentucky's Central and Eastern regions.

The mission of GRAC is to promote, enhance, and contribute to the educational, artistic, and cultural lives of those living in Central and Eastern Kentucky. With a mission of providing excellent arts experiences for the communities along the I-64 Corridor between Lexington, Kentucky, and Huntington, West Virginia, GRAC is at the forefront of cultural programming and continues to grow its reach in the Appalachian and Bluegrass regions of Kentucky.

This opens the floor for leading creative organizations and emerging creatives to connect for career exploration. Your organization will have access to the best and brightest untapped talents of Eastern Kentucky. By participating in this College and Career Fair, your program provides opportunities for marginalized creatives to make their way into your organization.



Important Dates

Exhibitor Registration Deadline:
Friday, October 6th 11:59pm

Sponsorship Registration Deadline:
Friday October 13th 11:59pm

College Fair:
Friday October 20th 10am-2pm

Career Fair:
Friday October 20th 5pm-8pm

WHAT DOES A VISUAL AND PERFORMING ARTS COLLEGE AND CAREER FAIR LOOK LIKE?

The Eastern Kentucky Visual & Performing Arts College and Career Fair opens doors for students and individuals interested in furthering their creative education or career to learn about different opportunities and resources. Attendees have the opportunity to explore different career paths and learn about the educational requirements, job outlook, and earning potential associated with those paths.

Examples of exhibitors we're looking for:

- visual and performing art colleges
- visual and performing art universities
- music organizations
- arts related businesses & employers
- non-profits
- museums
- residencies
- galleries
- theaters
- dance organizations



Each registered exhibitor will be provided with private booth space in the exhibitor expo, local event advertising, social media marketing, and featured logo advertisement.

In addition, limited workshop sessions are available for exhibitors interested in providing attendees with a professional development workshop. If you would like more information, please go to page 5.



WHAT'S THE DIFFERENCE BETWEEN THE COLLEGE FAIR AND CAREER FAIR?

As a part of GRAC's initiative to make the arts more accessible, this hiring event has been divided into two groups based on the average scheduling availability of the target audience.

COLLEGE FAIR CAREER FAIR

Target audience is junior and senior high school students preparing for their first steps of their career.

The target audience is graduating college students, early/mid/late career creatives, and anyone interested in exploring a career change.

Both events, the College Fair and Career Fair, will take place in the same location and have the goal of providing art-interested individuals with information and resources about higher education and careers in the visual and performing arts.

Organizations are eligible to register in both the College Fair and Career Fair, but must state so in the registration form.



INTERESTED IN HOSTING A PROFESSIONAL DEVELOPMENT WORKSHOP?

GRAC is now accepting proposals for workshop discussions. This is your opportunity to share your expertise and knowledge on your field's latest trends, best practices, and exciting developments with aspiring artists and creatives. We welcome proposals on various topics related to the arts and careers in the industry.

To submit your proposal, please visit our website and complete the online application form. www.grackentucky.org/arts-college-career-fair

Examples of workshops we'd like to include:

- Financial Aid
- Artist Resume/CV Development
- Portfolio Development
- Residencies
- Artist Advocacy
- Education of visual and performing arts industries



SPONSORSHIP OPPORTUNITIES

At the Gateway Regional Arts Center, our vision is "All the Arts for All the People"

- "All the Arts": Inclusive and open to existing and new forms of expression, artistic mediums, styles, and cultural contexts – a constant, driving desire to expand the connections we can make to activate creativity and imagination.
- "For": We exist as a regional resource; we serve the people and aim to meet them where they are.
- "All the People": Everyone is welcome, no exceptions. We actively work to dismantle our own prejudices and biases, and look for every opportunity to bring new demographics into our work and exercise their human right to creativity.
- ".": A period denotes a hard stop; the sentence is complete, and there are no exceptions to the statement.



By sponsoring this event, you're helping us make our vision come true and support the next generation of Eastern Kentucky creatives.

We have come a long way, but we would still greatly appreciate your support. Your generous contribution will help us successfully extend our vision.



Gateway Regional Arts Center

ALL THE ARTS

FOR ALL THE PEOPLE.

2022/2023 Sponsorship Packet



A NEW ERA FOR CREATIVITY

EMERGING FROM THE PANDEMIC:

Building Community & Expanding our Reach

I am thrilled to return home to Mt. Sterling to help ignite the vibrancy back into our Arts Center. Emerging from the pandemic, we are already seeing GRAC roar back to life with exciting programming and community-based initiatives that are having tangible benefits to all people across our region.

In addition to our excellent community arts programming that have become tradition - such as the Advent Musicale and Howl at the Moon, we are excited to dig deeper, using the power of the arts to create substantive change in the lives of our people.

If you have been around me for more than five minutes lately, you will know that my mantra is “all the arts for all the people.” We are doing our best to live that out here at GRAC. I hope you have seen our social media lately - we are introducing several exciting programs and initiatives for adults, children, teens, and our senior citizens.

What’s more, we are doubling down on that “all” part - we are initiating partnerships with public service agencies, health organizations, rehabilitation facilities, city and county municipal services, and more. We want the arts to reach the unreachable - the people who might never feel like our arts center is for them. We are meeting people where they are to expand our reach to every pocket in our community. As we have seen here in our area, arts & culture can be powerful tools for positive community change. That’s why we are leveraging what we have - space, artists, creative ideas, and resources - to allow everyone the chance to be creative.

All of this is big news - but we can’t do it without financial support. Even as the pandemic winds down, we are still feeling the effects of two years of lost revenue. It is my mission to bring this organization to a stronger financial place than it was before - but I need your help.

Maybe this is your first time giving to us - we appreciate you so much! Maybe you’ve given before - we hope you’ll increase your donation as you’re able. Every little bit helps, and we can’t do what we do without community support from charitable individuals like you. I hope you will find an area where you feel your impact can be meaningful - and I hope to see you at one of our events soon!



Artfully yours,
Jordan Campbell
Executive Director
Gateway Regional Arts Center

PREMIERE SPONSORSHIP

Platinum Sponsor

\$10,000+ Annually

- **A Complimentary Sidewalk Block on Wilson Alley ArtWalk:** Our sidewalk is being transformed into a vibrant ArtWalk for the community to enjoy; you will receive a free block in front of our building and can offer ideas for our commissioned artists on the theme of the painting of the sidewalk block.
- **Customized promotional strategies** for your company throughout the GRAC portfolio
- **A Strategic Partnership** with the organization including regular phone updates from the Executive Director on programming and input on initiatives
- **Two signature events** per calendar year as the Presenting Sponsor
- A **private GRAC reception** for your company/guests with Executive Director on a date of your choice
- **10 complimentary tickets** to any GRAC ticketed event (excludes Advent Musicale and Gala)
- Your company **mentioned in all live curtain speeches** at performances during the season
- **Logo on all printed materials** for events and programming
- **A shoutout on social media channels** (10,000+ regional reach) with a tag to your page when applicable

Executive Director's Circle

\$5,000-\$9,999 Annually

- **A Strategic Partnership** with the organization including regular phone updates from the Executive Director on programming and input on initiatives
- **One signature event** per calendar year as the Presenting Sponsor
- A **private GRAC reception** for your company/guests with Executive Director on a date of your choice
- **8 complimentary tickets** to any GRAC ticketed event (excludes Advent Musicale and Gala)
- Your company **mentioned in all live curtain speeches** at performances during the season
- **Logo on all printed materials** for events and programming
- **A shoutout on social media channels** (10,000+ regional reach) with a tag to your page when applicable

PILLAR SPONSORSHIP

PILLAR SPONSOR

\$1,500-\$4,999 Annually

- **A private GRAC reception** for your company/guests with Executive Director on a date of your choice
- **2 complimentary tickets** to any GRAC ticketed event (excludes Advent Musicale and Gala)
- Your company **mentioned in all live curtain speeches** at performances during the season
- **Logo on all printed materials** for events and programming
- **A shoutout on social media channels** (10,000+ regional reach) with a tag to your page when applicable



PRESENTING SPONSOR

Amount Varies Based on Event/Initiative

- **2 complimentary tickets** to your sponsored event
- **Your company mentioned in event curtain speech/opening reception remarks** for your sponsored event
- **Logo on all printed materials** for your sponsored event
- **A strategic social media marketing campaign** (10,000+ regional reach) for the event with a tag to your page leading up to the date of the sponsored event

Potential Event Sponsorships:

Howl at the Moon: \$2000 Polar Express: \$1000 Small Town America: \$1000
Adult Prom: \$1500 First Friday Gallery Opening: \$1500 Advent Musicale: \$500

Ongoing Presenting Sponsors:

Woodsongs: \$1500 The Sterling Cup Coffee Shop: \$800
Arts & Initiative: \$5000 Summer Arts & Theatre Camps: \$500

GRAC Hometown Sponsorship PROGRAM

New for 2022, we are excited to introduce the Hometown Sponsorship Program which **encourages contributions from local small businesses and organizations** who wish to leverage essential funds to support arts & culture in the local community.

Become an essential part of the arts in our community by giving anything between:

\$50 - \$500

Benefits:

- Receive a personal call from the Executive Director
- Shout out on GRAC social media channels (10,000+ reach)
- Mention in programs and on website
- Select opportunities to participate/table at events at GRAC





Gateway Regional Arts Center

Sponsorship Form

Yes! I would like to be a 2022/23 Sponsor for the Gateway Regional Arts Center.

Sponsorship Levels:

- Platinum Sponsor (\$10,000+)
- Executive Director's Circle (\$5,000-\$9,999)
- Pillar Sponsor (\$1,500-\$4,999)
- Presenting Sponsor (\$500+) *Specify Event(s):* _____
- Hometown Sponsorship Program (\$50-\$500)

Donation Amount: \$ _____

Contact Person:
Business/Organization Name:
Mailing Address:
City, State, Zip:
Phone:
Email:

Signature: _____

Date: _____



Give Online/Card Payments

Return completed form and payment to:
Gateway Regional Arts Center
 101 E. Main Street Mt. Sterling Kentucky 40353
 859.498.6264 | director@grackentucky.org

*Gateway Regional Arts Center is a 501 (c)(3) organization.
 Contributions are tax-deductible as allowed by law.
 When applicable, send a copy of your company's
 logo to info@grackentucky.org*



GRAC

Gateway Regional Arts Center

KENTUCKY
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NATIONAL
ENDOWMENT
for the **ARTS**
arts.gov



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Gateway Regional Arts Center
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