



2024
SPONSORSHIP
PROPOSAL

THE NORTHVILLE ART HOUSE
215 W. CADY STREET
NORTHVILLE, MI 48167

Welcome to the Northville Art House, where creativity and community meet.

Founded in March 2005 as a city commission, the Northville Art House, Incorporated is now a 501(c)(3) nonprofit art facility where over 20,000 artists and community members come together annually to gain exposure and appreciation for the arts, learn and experiment with new artmaking techniques, and unleash their creativity in exiting ways!

MISSION

The Northville Art House mission is to cultivate the Arts through creative experiences and educational programming.

COMMUNITY IMPACT

Countless studies have shown that the arts have a positive impact on our daily lives. Access to the arts promotes higher empathy, reduces health risks, and builds problem-solving skills. Arts centers also increase economic development and create stronger social networks and a sense of pride in their community. The Northville Art House is incredibly proud of the impact we make each year in the community we serve.

- Our exhibitions attract more than 20,000 visitors annually, present over 1,500 works of art, and promote over 400 artists from the U.S. and around the world.
- Our education programs reach nearly 1,300 children, teens, and adults in over 180 classes and workshops.
- The Art House has partnered with Northville Public Schools to provide on-site art instruction through the Young Artists After-School Art Program, which served 224 students in 2023. NAH annually contributes approximately \$1,500 to the local PTA and awards a \$500 art scholarship to a graduating high school senior.
- The NAH also provides community outreach through participation in local Northville and Metro Detroit events and collaboration with other local nonprofit organizations.

2024 Vision:

In the coming year, the Art House looks forward to expanding its programming in the following ways:

- Broadening our focus beyond just the visual arts by incorporating music, playwriting, storytelling, and improv into our class and workshop offerings
- Partnering with the Northville District Library to launch “From Page to Palette,” an arts-focused book club
- Collaborating with mental health professionals to develop a series of classes and workshops that promote art therapy as a healing practice
- Presenting work created in the Creative Expressions Program at Gesher Human Services on our Emerging Artist Wall

Our Team:



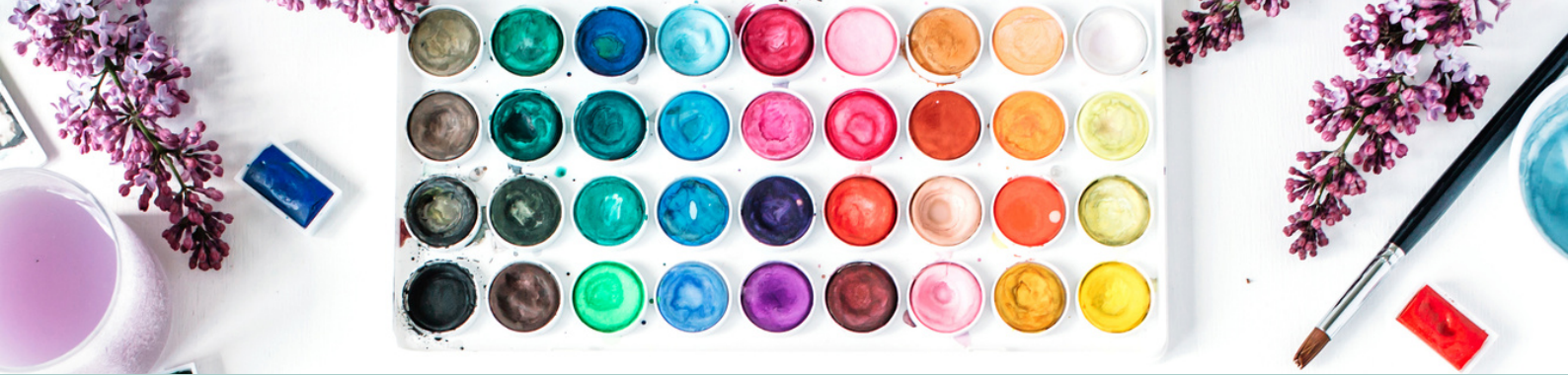
Shannon Karol
Executive Director



Ryan Kaltenbach
Creative Director



Maria Von Buskirk
Education and
Engagement Manager



Sponsorship Packages At-A-Glance

GOLD

- Annual signage with logo recognition throughout the Art House
- One-year full page color advertisement on back cover of Art House class catalog
- Monthly social media recognition and promotion
- Logo recognition on all 2024 special event signage
- Private teambuilding event for up to 15 people
- Exclusive sponsor rights for one Art House event

\$7,500

SILVER

- Logo recognition throughout the Art House
- One-year half page color advertisement on back cover of Art House class catalog
- Quarterly (4) social media recognition and promotion
- Logo recognition on all 2024 special event signage
- Private teambuilding event for up to 10 people
- Sponsorship of one Art House event

\$5,000

BRONZE

- Logo recognition on digital donor wall
- One-year quarter page color advertisement on back cover of Art House class catalog
- Two social media recognition and promotion
- Private teambuilding event for up to 5 people
- Logo recognition on event signage for one signature event

\$2,500

ANNUAL

- Name recognition on digital donor wall
- One-year logo recognition in Art House class catalog
- One social media post recognizing your organization
- Opportunity to rent the Art House for a private event

\$1,000

2024 Sponsorship Levels

Annual GOLD Level Sponsor \$7,500

- Premier and permanent annual signage with logo recognition at studio door, front entry, and entrance to the gallery
- Name and logo recognition on our digital donor wall
- One-year full page, color advertisement on back cover of our course catalog
- Logo recognition as Gold Level Sponsor on staff email signatures, course collateral, solicitations and stewardship mailings, and calendar of events
- Logo recognition and link to your website on Northville Art House website and social media pages
- Monthly social media recognition and promotion reaching an average of 6,500 followers
- Press release announcing sponsorship
- Opportunity to host a free, private teambuilding event at Northville Art House for up to 15 people
- Dedicated Art House newsletter feature story
- Logo recognition on all 2024 special event signage
- In addition, you may select one Art House event or program (including art-making classes, summer camps, and exhibitions) to serve as the exclusive Event Sponsor. Your sponsorship will include logo recognition and link to your website on the event landing page on the Northville Art House website; headline recognition on marketing, print and media recognition; and a sponsor table at event.

2024 Sponsorship Levels

Annual SILVER Level Sponsor \$5,000

- Logo recognition on annual signage at studio door, front entry, and entrance to the gallery
- Name and logo recognition on our digital donor wall
- One-year half-page, color advertisement in our course catalog
- Logo recognition as Silver Level Sponsor on staff email signatures, course collateral, and calendar of events
- Logo recognition and link to your website on Northville Art House website and social media pages
- Quarterly (4) social media posts promoting your organization, reaching an average of 6,500 followers
- Press release announcing sponsorship
- Opportunity to host a free, private teambuilding event at Northville Art House for up to 10 people
- Logo recognition on all 2024 special event signage
- Signature event promotion - sponsorship table at one event to showcase your organization with a representative from your group on-site to speak with attendees

2024 Sponsorship Levels

Annual BRONZE Level Sponsor \$2,500

- Name and logo recognition on our digital donor wall
- One-year quarter-page, color advertisement in our course catalog
- Logo recognition and link to your website on Northville Art House website and social media pages
- Two social media posts promoting your organization, reaching an average of 6,500 followers
- Opportunity to host a free, private teambuilding event for up to 5 people
- Logo recognition on event signage for one signature event

Annual Sponsor \$1,000

- Name recognition on our digital donor wall
- One-year logo recognition in our course catalog
- Logo recognition and link to your website on Northville Art House website
- One social media post promoting your organization, reaching an average of 6,500 followers
- Opportunity to rent the Art House for a private event, free of charge

All sponsorship levels can be tailored to fit your individual needs.

Please contact Shannon Karol, skarol@northvillearthouse.org, to discuss your sponsorship goals.

2024 EVENTS

MONTHLY

Gallery Exhibit Openings

Making our gallery available to over 400 artists from our own backyard and around the world. Professional and emerging creators enter juried art exhibitions throughout the year. Two- and three-dimensional artists, photographers, textile artists, and more compete for awards and recognition. Ticketed events and free openings are held to celebrate the unveiling of each new exhibition.

MONTHLY/ QUARTERLY

In-Gallery Programs

From Preschool Playdates to gallery talks, artist demos to book club meetings, the Northville Art House is expanding its program repertoire in 2024 to serve art lovers of all ages and interest levels, from the art curious to the art aficionado. Preschool Playdates are designed for children ages 3-5 and their favorite grown-up, and will be held monthly beginning in May. The “From Page to Palette” book club, organized by the Art House and the Northville District Library, meets bi-monthly to discuss books about famous--and infamous--artists. And a new lecture series, led by Executive Director Shannon Karol, shines a spotlight on famous artists and art historical movements throughout history.

MARCH

Young Artist Art Fair

The Northville Art House invites young artists in grades 2-12 to showcase their creative talents and unique artwork for the 9th annual Young Artist Art Fair. Young artists attend workshops with Art House staff to learn about presentation, pricing, and how to communicate effectively with the public. Artists keep 100% of their profits.

2024 EVENTS

SEPTEMBER

Painting with Paws

The Northville Art House proudly participates in the Northville Victorian Festival by welcoming our community and their furry friends. Pet owners of all ages bring their four-legged friends to our location to get their paws printed by volunteers. Our talented artists transform those paw prints into a floral artwork while they wait.

OCTOBER

“If Stones Could Talk” Cemetery Tours

Our talented Art House thespians transport visitors back in time with living history cemetery tours at the Oakwood Cemetery--located adjacent to the Art House on Cady Street. Actors memorize lines and dress in Victorian-era costumes while guests tour the cemetery, learn about our city’s history, and gather at the Art House to kick off the Halloween season.

DECEMBER

“There’s Snow Place Like Northville” Holiday Event

The Art House transforms into a winter wonderland during this holiday event that provides fun for the whole family. Combining art projects, holiday treats, a photo booth, and more, this event will prepare your family to “deck the halls” and celebrate the season.

2024 EXHIBITS

Fresh Start: Birmingham Society of Women Painters

January 9-February 3, 2024

Opening Reception: Friday, January 12, 5-8 pm

Members Exhibition

February 13-March 9, 2024

Opening Reception: Friday, February 16, 6-8 pm

Northville High School I.B. & Student Art Exhibits

March 19-28, 2024

Opening Reception: Tuesday, March 19, 5-8 pm

The Quilted Palette: PARADIGM Quilt Artists

April 12-May 11, 2024

Opening Reception: Friday, April 12, 5-8 pm

As We See It: Janet Kohler, Roselyn Rhodes, and Candace Brancik

May 17-June 22, 2024

Opening Reception: Friday, May 17, 5-8 pm

Our Places: Plein Air Exhibition

August 2-24, 2024

Opening Reception: Friday, August 2, 5-8 pm

Off Center

September 3-28, 2024

Opening Reception: Friday, September 6, 5-8 pm

Rest in Pieces: The Mysterious and Macabre

October 4-November 2, 2024

Opening Reception: Saturday, October 5, 4-8 pm

Small Works: All-Media Exhibition

November 12-December 14, 2024

Opening Reception: Friday, November 15, 5-8 pm

**If you would like to sponsor a specific exhibition, please contact Shannon Karol:
skarol@northvillearthouse.org**