

SPONSOR CITY-WIDE OPEN STUDIOS!

By sponsoring City-Wide Open Studios (CWOS), you support a truly community-based event that generates positive attention for New Haven's cultural richness, its neighborhoods, businesses, and architecture and real estate.

CWOS strengthens communities and relationships between artists, visitors, local business and our city, and your business benefits from our highly visible marketing and promotion campaign. With each level of sponsorship, your name, logo, and advertisements reach thousands of visitors, readers, and artists eager to see the city, many of whom travel from the metropolitan Boston and New York areas.

Join our other 2008 sponsors who recognize the role that CWOS plays in New Haven community development. CWOS 2008 sponsors include TD Banknorth, the New Alliance Foundation, the Tremaine Foundation, Market New Haven, the Greater New Haven Convention and Visitors Bureau, the City of New Haven, and the New Haven Advocate.

Your sponsorship dollars will be used to draw visitors to greater New Haven. Our marketing efforts are focused statewide on a variety of media, on Amtrak and MetroNorth, local NPR radio stations, the Yale Alumni Magazine, Connecticut Magazine, and the New Haven Advocate as well as our own printed materials. Your help also enables us to develop family programs, partnerships with public schools, and cover transportation that brings visitors around the city.

Artspace will be producing two major publications for the 2008 CWOS. The Official Map & Guide will be printed & distributed in the New Haven Advocate's October 1, 2008 issue. This guide will be available at all festival neighborhood hubs featuring artist studio locations, maps of the neighborhoods, where to park, and a dining guide for where to eat during and after the festival. The CWOS 2008-2009 Artist Directory is a full color 400 page book featuring a one-page profile on each participating artist. This publication will be available at Artspace year round as a lasting guide to CWOS artists and businesses in the New Haven area.

SPONSORSHIP BENEFITS FOR 2008 CITY-WIDE OPEN STUDIOS

PRESENTING SPONSOR:

\$25,000+

- Full Page ad in the Official Map and Guide
- Full Page ad in the printed Artist Directory
- Logo and name recognition in the all of the following: printed Artist Directory, Official Map and Guide, advertisements placed by Artspace about CWOS, CWOS posters, street banners, CWOS website with a link to your website, weekly e-vites, artist invitations, sponsor wall at the gallery, and press releases.
- Invitation to VIP Supporter Reception
- VIP Parking at VIP Supporter Reception

PLATINUM SPONSOR:

\$15,000–\$25,000

- Half Page ad in the Official Map and Guide
- Half Page ad in the printed Artist Directory
- Logo and name recognition in the all of the following: printed Artist Directory, Official Map and Guide, advertisements placed by Artspace about CWOS, CWOS posters, street banners, CWOS website with a link to your website, weekly e-vites, artist invitations, sponsor wall at the gallery, and press releases.
- Invitation to VIP Supporter Reception
- VIP Parking at VIP Supporter Reception

GOLD SPONSOR:

\$10,000–\$15,000

- Half Page ad in the Official Map and Guide
- Half Page ad in the printed Artist Directory
- Logo recognition in the all of the following: printed Artist Directory, Official Map and Guide, advertisements placed by Artspace about CWOS, street banners, CWOS website with a link to your website, weekly e-vites, and artist invitations.
- Name recognition in CWOS press releases and on the Sponsor Wall at Artspace.
- Invitation to VIP Supporter Reception
- VIP Parking at VIP Supporter Reception

SILVER SPONSOR:

\$7,500–\$10,000

- Quarter Page ad in the Official Map and Guide
- Quarter Page ad in the CWOS 2008-09 printed Artist Directory
- Name recognition in the all of the following: printed Artist Directory, Official Map and Guide, advertisements placed by Artspace about CWOS, street banners, CWOS website with a link to your website, weekly e-vites, artist invitations, sponsor wall in the gallery, and press releases
- Invitation to VIP Supporter Reception

BRONZE SPONSOR:

\$5,000–\$7,500

- Quarter Page ad in the Official Map and Guide
- Quarter Page ad in the printed Artist Directory
- Name recognition in the all of the following: printed Artist Directory, Official Map and Guide, CWOS website, weekly e-vites, sponsor wall in the gallery, and press releases.
- Invitation to VIP Supporter Reception

SPONSOR:

\$2,500–\$5,000

- Quarter Page ad in the Official Map and Guide
- Name recognition in the all of the following: printed Artist Directory, Official Map and Guide, CWOS website, and the sponsor wall in the gallery.
- Invitation to VIP Supporter Reception

ARTSPACE PRESENTS
ELEVENTH ANNUAL
CITY-WIDE
OPEN STUDIOS
GREATER NEW HAVEN
OCTOBER 2–5, 2008

**Welcome to
City Wide Open Studios!**

Over the past eleven years, City-Wide Open Studios (CWOS) has connected art-loving and general audiences statewide to thousands of Connecticut's local artists. Each year, the focus is on the **artists living and making art in Greater New Haven**. Art dealers and curators from the region and beyond have used CWOS as a resource to discover new artists, plan upcoming shows, and buy art. CWOS is Connecticut's leading visual arts festival, and is one of the largest open studios programs in the country, uniting hundreds of local artists with the Greater New Haven community.

The 2008 CWOS partners with five Greater New Haven neighborhoods: **Westville, Fair Haven, Downtown, Hamden/Newhallville** and **West Haven**. CWOS empowers neighborhoods by uniting artists working in these neighborhoods with local community and business, and engages these communities by activating temporary studio spaces and encouraging dialogue amongst diverse groups.

Visitors to CWOS are invited to explore these neighborhoods to **find art** in new and unusual spaces; **discover local businesses** and restaurants; and join guided walking, bike and bus tours connecting all satellite neighborhoods with the festival hub at Artspace.

CWOS is a highly anticipated annual festival is made up of eight major components: a three-day festival, a main art exhibition, 80 community-based artist studios, five community-based artist-in-residence sites, a schedule of community education programs, education programs in schools, and a program website and print directory of participating artists.

CWOS AND COMMUNITY DEVELOPMENT

1. City-Wide Open Studios (CWOS) attracts **thousands of visitors** each year who explore artist studios and patronize the neighborhoods of **Downtown New Haven, West Haven, Fair Haven, Westville, and Hamden/Newhallville**. Visitors from Boston, New York, Farmington, Greenwich, Westport, and beyond buy artwork, shop retail, and eat at local restaurants. In addition, we pair artists with local businesses to create unique viewing spaces for the artist and increase retail traffic.

2. The growing population of visual artists working in New Haven is a direct result of our work, **contributing to New Haven's cultural diversity** and its economic base. New Haven boasts one of the highest per-capita populations of visual artists in the nation, due in large part to the CWOS festival.

3. In the past, Artspace has made CWOS **free to visitors**, thanks to the support of corporate sponsorships and advertising dollars. We only ask a suggested donation for printed materials, and our main exhibition and websites are open to all who want to explore studios in the city. Your support allows us to attract a diverse and multi-generational audience, while at the same time funds are re-invested through support of other local businesses we contract.

4. Artspace's downtown location is a **destination** for exciting arts events and community building, and a hub for CWOS visitors and artists. Festival publications, featuring your advertisement or logo, are available all year long for preview and sale in our gallery.

5. Artspace's CWOS **community-based programs** engage a wide variety of greater New Haven residents. One week prior to the festival, free family and school-based programs introduce artists to the community. Over our festival weekend, artist and community sites will host artist talks and community gatherings, generating ongoing interest and visitation to the Greater New Haven neighborhoods.

ABOUT THE COMMUNITIES CWOS SERVES

DOWNTOWN NEW HAVEN serves as the central location for CWOS, containing a wealth of exciting nightlife, diverse dining options, and retail. The neighborhood contains artists living and working downtown at complexes like 39 Church Street, and individual small studios in the East Rock section. Artspace's downtown gallery anchors the contemporary art scene, and many other arts organizations, educational institutions, and art galleries add to the vibrancy of Downtown New Haven.

FAIR HAVEN is a colorful section of New Haven, home to many locally-focused businesses and thriving nonprofit organizations. Bordered on three sides by water, Fair Haven contains residential, retail, and industrial sections, as well as many artist studios. Erector Square, the former A.C. Gilbert Erector Set factory, is home to over 80 artist studios ranging from sculptors to installation artists to photographers. The neighborhood also contains a notable population of glassblowers and other fine craftspeople.

HAMDEN AND NEWHALLVILLE share rich clusters of retail, leading from northern New Haven into the town of Hamden. Dixwell Avenue is the main transportation corridor, with many groups of artists studios in industrial complexes such as the New Haven Business Center at 91 Shelton Avenue. Throughout Hamden/Newhallville, the Paier College of Art, the Space, and individual artist studios in residential areas enliven a diverse and far-reaching neighborhood.

WESTVILLE Village is a pedestrian and arts-friendly neighborhood in New Haven, featuring multiple boutiques, antiques shops, and renowned cafes. Southern Connecticut State University's art department draws talented students and faculty to the area. The strong relationship between the arts and business communities in Westville creates a flourishing environment, filled with the ARLow artists lofts, commercial art galleries, the Kehler Lidell Gallery, and exciting street festivals.

WEST HAVEN is home to several complexes of artists studios, including West Cove Studios and Gallery, a printmaking collective and exhibition space. The art department at the University of New Haven routinely displays the work of faculty and students at the school's Seton Gallery. In addition, the 14 Gilbert street studio complex houses 7-8 artists ranging from woodworking to drawing installations, and the newly opened kCk gallery on Campbell Avenue adds an exciting new face to the arts in West Haven.

ABOUT ARTSPACE

EXHIBITIONS

Artspace's 5,000 square foot gallery and program space in the heart of downtown New Haven features an annual program 4 main exhibitions and a rotating yearly schedule of over 40 smaller-scale shows and solo installation projects on- and off-site. Artists are selected to show in the gallery by submitting proposals to our volunteer Visual Arts Committee of arts professionals, curators, and arts educators. We are committed to showcasing the best emerging artists from our local area and beyond.

YOUTH OUTREACH

Artspace has recently launched a series of new initiatives aimed at fostering an appreciation for art within New Haven public school students. All youth programs are designed for long-term relationship building between artists, educators, and students in the context of art-making, critical thinking, and contemporary culture. We have moved contemporary art education out of the gallery and into the classroom, creating opportunities for youth and artists alike to exchange ideas through projects based on diverse artist's styles of work.

THE FLATFILE

Artspace maintains a Flatfile of works on paper by approximately 125 local, regional, and national artists. Works on paper include collages, drawings, prints, photographs, paintings on paper, and small books. Art from the Flatfile is drawn upon for group and solo exhibitions. The Flatfile is a resource for collectors, curators, artists, and students, and is open to the public for viewing by appointment.

THURSDAYS @ Artspace

Combining art, education, and community, Thursdays @ Artspace is an ongoing series of events encompassing a wide variety of activities that span from curator talks to artist's networking events, to food and wine-tastings from local restaurants.

CAREER PROGRAMS FOR ARTISTS

Artspace has expanded our services to artists to include educational programs designed to cultivate emerging professional artists. Programs range from technical classes such as photographing artwork and creating websites, to practical workshops on grant writing and marketing.