



# SPONSORSHIP OPPORTUNITIES

DECEMBER 14, 2024 7 PM

FUN COMMUNITY BENEFIT EVENT  
Food, Beverage, Music, and Sale of  
Unique Artist-Made Cigar Box Creations

SUPPORT ATHENS ARTISTS  
MUSICIANS & PERFORMERS

MARKET YOUR BRAND: 135,000 IMPRESSIONS

Athens markets its creative brand to attract visitors and new residents. However, many in our creative community struggle to maintain housing and work multiple low-paying gig jobs in order to stay in our community to make art and music.

In the past year ATHICA has hosted over 80 community events (at no cost to the presenters) and presented the work of over 350 visual and performing artists.

ATHICA: The Athens Institute of Contemporary Art provides an essential platform and support to the creative community that makes Athens vital.

### Expense Breakdown:

- 60%: Space, utilities, fees, insurance
- 20%: Programming
- 20%: Direct stipend support of artists

### Revenue Breakdown:

- 40%: Grants
- 20%: Sponsorships
- 15%: Application Fees
- 10%: Membership Fees
- 10%: Fundraising Events
- 5%: Individual Donations

### TAKE THE CHALLENGE KEEP ATHENS CREATIVE!

Please help with your support.

ATHICA is a 501 (c) (3) Registered Charity with a Silver Transparency rating from Candid (Guidestar)

Sponsor Benefits	CORONA \$1,000	PANATELA \$500	ROBUSTO \$250	CIGARILLO \$100	FIGURADO <i>In-Kind</i> Donations of Food, Beverage, Cigar Boxes, Items for gift boxes, Gift Cards
Up to 135,000 brand impressions on an audience of sophisticated and curious people searching for inspiration, entertainment, and a creative community.	Cash or mix of cash and in-kind  Split payment option	Cash or mix of cash and in-kind  Split payment option	Cash or mix of cash and in-kind	Cash or mix of cash and in-kind	
Two event tickets	✓	✓	✓	✓	✓
Name on posters, webpage, social media posts  68,000+ impressions	✓	✓	✓	✓	✓
Logo on posters, ads, webpage, social media posts, newsletter, event slideshow  135,000 + impressions	✓	✓	✓		ROBUSTO \$250 in-kind value
Social media / newsletter special shout out  Additional 7,000 impressions	✓	✓			PANATELA \$500 in-kind value
Lead sponsor name in all PR, Name on event entry cigar bands, shout out during the event, business banner during event	✓				CORONA \$1000 in-kind value

[www.athica.org/updates/cigar-box-challenge](http://www.athica.org/updates/cigar-box-challenge)

501 (c) (3) Non-Profit Art Space

All-Volunteer by Artists for Artists & Art-Lovers

675 Pulaski St. Suite 1200, ATHENS, GA 30601

**YOUR ATHICA SPONSORSHIP REP CONTACT:**



The Cigar Box Challenge culminates at 7 PM on December 14, 2024 in a fun evening of food, beverage, music, and sale of unique artist-made cigar box creations

**Authorizing Contact:**

**Signature:** \_\_\_\_\_

**In-Kind Contact if Applicable:**

**Email:**

**Phone:**

**Mailing Address:**

**Pay by: Invoice/Check | Online Credit Card | Online Paypal**

**Split Payment Into 2/4? (Corona & Panatela Only)**

<b>CORONA \$1,000</b> Cash or mix of cash and in-kind	<b>Cash Amount:</b>  <b>In-Kind Amount/Description:</b>
<b>PANATELA \$500</b> Cash or mix of cash and in-kind	<b>Cash Amount:</b>  <b>In-Kind Amount/Description:</b>
<b>ROBUSTO \$250</b> Cash or mix of cash and in-kind	<b>Cash Amount:</b>  <b>In-Kind Amount/Description:</b>
<b>CIGARILLO \$100</b> Cash or mix of cash and in-kind	<b>Cash Amount:</b>  <b>In-Kind Amount/Description:</b>
<b>FIGURADO In-Kind</b>	<b>In-Kind Amount/Description:</b>