

INLIQUID 2010
SPONSORSHIP

INLIQUID **art.** **DESIGN** TM

benefit **v.11**

INLIQUID

THE ESSENTIAL HUB FOR VISUAL ART IN PHILADELPHIA AND BEYOND

Serving artists, audiences, and the community since 1999, InLiquid is a unique 501(c)(3) nonprofit membership organization that promotes and expands knowledge of visual culture. It occupies a unique niche in the Philadelphia contemporary arts scene as both an online and venue-based presenter of exhibitions and events, and as a central meeting point for the arts community as a whole.

InLiquid's vast, freely accessible web site (www.inliquid.com) is a constantly growing resource for artists and art lovers alike, presenting in-depth portfolios and credentials of over 280 member artists and a comprehensive hub for visual arts information -- including gallery listings, event calendars, articles, reviews, artist opportunities, announcements, links, and special features on new and exciting projects. Beyond our online presence, InLiquid bridges the "real" and "virtual" worlds with a series of popular events in the community that stimulate active participation in the arts.

Our impact? InLiquid serves as a unifying force for the visual arts community while expanding audiences, supporting independent artists, and raising the profile of our region as a strong and vital center for culture.

tw
en
tyt
en

INLIQUID 2010 EVENT SUMMARY

PHILADELPHIA FURNITURE INVITATIONAL - March 26, 27, 28

InLiquid is the 2010 beneficiary of the **Philadelphia Furniture Invitational**. Preview night March 26. Furniture Show, March 27 - 28.

COMCAST - May 2010

Multicultural member exhibition curated by Sean Stoops.

ART FOR THE CASH POOR 11 - June 12 - 13, 2010

The 11th installment of our annual artist show and sale, at which artists show and sell work priced under \$199 from individual tables, giving the public a chance to meet artists and see work first-hand, and also to begin or add to an art collection without breaking the bank.

INLIQUID ANNUAL SILENT AUCTION BENEFIT - September 23 - 30, 2010

A highlight of the fall season, this ever-popular silent auction party is both a fabulous social happening and a showcase for the works of over 200 of the region's top visual artists. The main silent auction party will be preceded by a week of special events, including a collectors talk, Young Professionals night, and preview reception.

A VERY KENSINGTON CHRISTMAS - December, 2010

In partnership with Greensgrow Farms, a two-weekend festival featuring artwork, crafts, and holiday fare.

EXHIBITIONS

MEMBER EXHIBITION SERIES - ONGOING

As a means of providing exposure for our artist members, InLiquid curates and presents an ongoing series of exhibitions at partner venues, including: **InLiquid at the Bride**, solo exhibitions at the Painted Bride Art Center Café Gallery; site-specific artist installations in **The Hall, Crane Arts Building**; and **InLiquid at I-House**, video lounge exhibitions at International House.

DESIGN PHILADELPHIA - October, 2010

For the fourth year InLiquid will present a special exhibition celebrating design in conjunction with the city-wide Design Philadelphia project.

COMMUNITY BUILDING PROJECTS

CAFÉ - October 17, 2010

Community Art Festival, an art and environmental education event at the Crane Arts Building
In collaboration with The Crane Arts Building, InLiquid will host a day of fun, art, and giving. Participating groups include: Art Star, ArtsRising, The Arts & Spirituality Center, The Clay Studio, Fairmount Art Center, Fresh Artists, Greensgrow Farms, Main Line Art Center, Multicultural Youth eXchange, NLArts, PAFA Museum Education, Philadelphia Arts in Education Partnership, Philadelphia Museum of Art, Division of Education, Philadelphia Photo Arts Center, Philadelphia's Magic Gardens, Please Touch Museum, Portside Arts Center, The Schuykill Center for Environmental Education. Proceeds will provide art supplies for art educational programs at Ludlow Middle School, located at Sixth and Master, and schools in the new ArtsRising School Zones.

SECOND THURSDAYS

InLiquid and Crane Arts have worked together to initiate a consortium of "Second Thursday" gallery openings in the Kensington/Upper Northern Liberties/Fishtown neighborhoods surrounding Crane Arts.

ARTIST AND PROFESSIONAL GATHERINGS

InLiquid hosts a regular series of "Meet and Greet" style networking events for artist members and for gallery/museum professionals, as well as targeted receptions and discussions for special interest groups to encourage participation in the arts. InLiquid also presents a discussion series called "ArtTalk," where curators, gallerists, and other art professionals engage the public on issues in the contemporary art world.

SPONSOR INLIQUID

As InLiquid begins our second decade, we invite you to join us in strengthening the visual arts community of the Philadelphia region.

As a unifier and hub for visual culture, InLiquid ...

- Enriches** our city with unique programs and events
- Creates** opportunities and exposure for artists
- Expands** audiences by making art accessible to all
- Promotes** our region as a vibrant center for the arts

A nonprofit entity, InLiquid takes no income from artist commissions, online access fees, or commercial advertising. We are committed to providing affordable services to as many individual artists as possible, thus our artist membership fees are nominal, defraying just a small portion – less than 10% -- of the maintenance expense for web site portfolio pages alone. Likewise, most of our public programs and resources, which are geared toward broad accessibility to the visual arts, are presented free of charge.

InLiquid plans to continue to expand our impact in the community, but this means the financial support of our sponsors is more crucial than ever.



Your sponsorship of InLiquid is a tangible demonstration that you support the critical role of art in our society.

11TH ANNUAL SILENT AUCTION BENEFIT

Our annual silent auction benefit is InLiquid's biggest fundraising event, and continues to grow in popularity, attracting a diverse audience of collectors, artists, art lovers, and professionals. Once again, it will be held in the vast Ice Box Project Space of the Crane Arts Building, located in the burgeoning New Kensington arts district just above Northern Liberties. This year's installation, "InLiquid Benefit v.11," will be preceded by a full week of dedicated special events leading up to the main event on September 30.

Sponsorship Levels (see following pages for details on programs and benefits)

- \$10,000** Lead sponsorship of InLiquid Benefit v.11
- \$5,000** Benefactor of InLiquid Benefit v.11
- \$2,500** Patron of InLiquid Benefit v.11
- \$1000** Supporter of InLiquid Benefit v.11
- \$500** Friend of InLiquid Benefit 11

SPONSORSHIP DETAILS: \$10,000

LEAD SPONSOR OF THE ANNUAL SILENT AUCTION BENEFIT

- Logo and acknowledgement featured in printed and digital materials including: event invitations (to be sent to mailing list of 5000), event signage, program title page, print and web advertisements, and prominent linked placement on InLiquid's web site feature for the event
- Sponsorship tower ad on InLiquid home page for 30 days prior to event and sponsorship banner ad on all event e-mailers
- Full - page ad in Benefit program – 1,000 to be printed; distributed on night of event, prior to event, and in thank you packages
- Acknowledgement of sponsorship in press materials and pre-event publicity, including: public service announcements, e-mail blasts, and advance press release announcing the event
- 15 passes to the Annual Silent Auction Benefit and Preview Receptions

SPONSORSHIP DETAILS: \$5,000

BENEFACTOR OF INLIQUID BENEFIT V.11

- Logo and acknowledgement featured in printed and digital materials including: event signage, event invitation, and linked placement on InLiquid's web site feature for the event
- Acknowledgement of sponsorship in press materials and pre-event publicity, including: e-mail blasts, and advance press release announcing the event
- Sponsorship button ad on InLiquid home page for 30 days prior to event and on all event e-mailers
- Half - page ad in Benefit program – 1,000 to be printed; distributed on night of event, prior to event, and in thank you packages
- 10 passes to the Annual Silent Auction Benefit and Preview Receptions

SPONSORSHIP DETAILS: \$2,500

PATRON OF INLIQUID BENEFIT V.11

- Logo and acknowledgement featured in printed and digital materials including: event signage, event invitation, and linked placement on InLiquid's web site feature for the event
- Acknowledgement of sponsorship in press materials and pre-event publicity, including: e-mail blasts, and advance press release announcing the event
- Half - page ad in Benefit program – 1,000 to be printed; distributed on night of event, prior to event, and in thank you packages
- 10 passes to the Annual Silent Auction Benefit and Preview Receptions

SPONSORSHIP DETAILS: \$1,000

SUPPORTER OF INLIQUID BENEFIT V.11

- Logo and acknowledgement featured in printed and digital materials including: event signage, event invitation, and link on InLiquid's web site feature for the event
- Acknowledgement of sponsorship in press materials and pre-event publicity, including: e-mail blasts, and advance press release announcing the event
- Half - page ad in Benefit program – 1,000 to be printed; distributed on night of event, prior to event, and in thank you packages
- 8 passes to the Annual Silent Auction Benefit and Preview Receptions

SPONSORSHIP DETAILS: \$500

FRIEND OF THE ANNUAL SILENT AUCTION BENEFIT

- Acknowledgement of sponsorship in press materials and pre-event mailings, on program title page, event signage, and link on the InLiquid web site feature
- 4 passes to the Annual Silent Auction Benefit and the main Preview Reception



CORPORATE SPONSORS OF PAST INLIQUID EVENTS

CORPORATE SPONSORS OF PAST INLIQUID EVENTS

2.1.5. magazine
Arete Foundation
Aroundphilly.com
Ash's Flower Farm
Big Events
Busybee Design
Cigna
Crane Arts LLC
Dick Blick Art Supplies
The Framer's Studio
Francis Cauffman Foley Hoffman Architects
GPTMC
Icon
INB
Innovation Philadelphia
InterSTATE NET BANK
Katherine Alexandra Foundation
Klehr, Harrison, Harvey, Branzburg & Ellers, LLP

Lasden Real Estate
Li Joana Skin & Body Clinic
M3 Printing
MANNA
Marguerite Rodgers LTD
Miles & Generalis Inc. Go Real Estate
Miller Alfano & Raspanti P.C.
Milner + Carr Conservation, LLC
Minima
PECO
Pennsylvania Academy of Fine Arts
Philadelphia City Paper
Philadelphia Department of Commerce
Philadelphia Live Arts Festival & Philly Fringe
Philadelphia Open Studio Tours
Philadelphia Park
Philadelphia Photo Arts Center
Philadelphia Private Bank

Pig Iron Theatre Co.
Printcrafters
Pro Vision
PRO VISION productions, Inc.
Ritz Filmbill
SDI
Silicon Gallery Fine Art Prints
Skai Blue Media
Studio Z Design
Surveillance Data, Inc.
Tierney Communications
URBN
Utrecht Art Supplies
Visable Music Soundscapes, Inc.
Wallace & Legome, LLC
Wendyhmeier marketing
Wolf, Block, Schorr and Solis-Cohen LLP

FOOD AND BEVERAGE SPONSORS OF PAST INLIQUID EVENTS

Antoine Amrani Chocolates
Astral Plane
Ayala's Herbal Water
Azure
Barefoot Wines
Bistro St. Tropez
Bridgewater's Pub
Butcher's Café
Callahan Catering
Creperie Beau Monde
Da Vinci Ristorante
Deuce Restaurant and Bar
Di Bruno Brothers
Dos Segundos
Feast Your Eyes Catering
Fork
French Meadow Bakery
Frog Commissary Catering
Happy Rooster, The
Japan Prestige Sake Association
Konak
La Colombe Torrefaction

Las Cazuelas
Latest Dish, The
Latte Lounge, The
Le Virtu
Liberties Restaurant and Bar
Little Fish
London Grill
Lovash
Maison Maurel Vedeau
Manna Catering
Marathon Grill
Memphis Taproom
Monte Carlo Living Room
Moore Brothers Wine Co.
Morton's of Chicago
N. 3rd
Nan
New Wave Café
Nordic Spring Water
Patou Restaurant
Petit 4 Pastry Studio
Philadelphia Brewing Company
Pravda Vodka

Prestige Chocolates
Quince
Race Street Café
Red Bull
ROOT
Rouge
Rustica
Rx
Siam Lotus
Sly Fox Brewing
Smart Water
Soy Café
Star Cellars
Taste
Vine St. Imports
Vino Restaurant and Lounge
Vitamin Water
VOX
White Dog Café
Whole Foods Market
Wild Flour Bakery
Wine Bow
Yards Brewing Company

ENTERTAINMENT SPONSORS OF PAST INLIQUID EVENTS

Ben Edwards Trio
DJ Andrew Jeffrey Wright
DJ Botany 500 of Cue Records
DJ Chuckie D
DJ Cosmic Cat
DJ John Schenk
DJ Reve
Gank
Headlong Dance Theater
Heath Allen

Helen Back and the Str8t Razors
Hotel Obligado
Kate Watson-Wallace Dancers
Katherine Livingston
Laurent Bass
Lucky Seven
The Man in Black
Martha McDonald
Mauri Walton
Megan Bridge & Peter Price

The New Impressionists
Orchestra 2001
Patsy Rachett
Pearly Gates
Peek-A-Boo Revue
Pig Iron Theatre Company
Psydde Delicious
Skeletor
Soulamite!
Tantrum Tonic & Friends
Winged Woman Dance Company

YES, I WOULD LIKE TO SUPPORT INLIQUID IN 2010

WITH A SPONSORSHIP OF INLIQUID BENEFIT V.11 IN THE AMOUNT OF:

_____ **\$10,000**
Lead sponsorship of InLiquid Benefit v.11

_____ **\$5,000**
Benefactor of InLiquid Benefit v.11

_____ **\$2,500**
Patron of InLiquid Benefit v.11

_____ **\$1000**
Supporter of InLiquid Benefit v.11

_____ **\$500**
Friend of InLiquid Benefit 11

Sponsor Name: _____

check one: _____ business _____ individual

Sponsor listing for program / invitation (if different from above) _____

Contact Name _____

Mailing Address (for event passes) _____

Daytime Phone _____ E-mail _____

Payment Method: _____ check (made payable to InLiquid)

_____ credit card* _____
number exp. date (mm/year)

Security code Street # Zip code

*We accept Visa, Mastercard, and American Express. We require the billing address' street number, zip code, and security code to process all credit cards.

signature

This completed sponsorship form can be mailed to InLiquid Sponsorship,
1400 N. American Street, Studio 314, Philadelphia, PA 19122; if paying by credit card, you may also fax completed form to 215 235 3527.

Please contact InLiquid for ad specs, deadlines, and formatting requirements.

Thank you! You will receive a written confirmation of your sponsorship with your event passes via mail.

WEB SPONSORSHIP OPPORTUNITIES ON INLIQUID.COM

Would you like to reach a large and committed audience of engaged, creatively-minded individuals? InLiquid is now offering banner sponsorships on our highly visited web site, which serves as the essential hub for visual art in the greater Philadelphia region.

OUR AUDIENCE

InLiquid attracts sophisticated visitors who are web-savvy, educated, and actively involved with the creative community in Philadelphia and beyond. Our visitors have a voracious appetite for what's new and next in cultural sphere, and rely upon InLiquid to provide consistently fresh and exciting content.

OUR WEB SITE & NEWSLETTER

InLiquid.com and our twice-monthly newsletter are at the core of our identity. Updated on a daily basis, InLiquid.com is the most comprehensive source for visual artwork, activities, and news in the greater Philadelphia region. InLiquid's free newsletter is the go-to source for arts activities and events with a devoted following. Traffic has grown dramatically since the web site's launch in 1999. Highlights include:

- 45,000 monthly visits
- 60,000 monthly page views
- 3,000 newsletter subscribers and growing

SPONSORSHIP VS. ADS

Unlike a straight advertisement, a sponsorship banner on InLiquid offers a significant advantage in not only communicating your message and offering a link, but by enhancing your corporate image. Studies have shown that web site viewers notice the difference between a commercial banner ad and a sponsor banner, and respond more favorably to the message tied to sponsorship. The good will demonstrated by a sponsorship banner reinforces a positive public impression of your organization's integrity and reputation.

tw
en
tyt
en

TERABYTE SPONSOR

- Skyscraper Banner placement on InLiquid Home Page during month of Sponsor's choice
- Skyscraper Banner placement on Opportunities Page during month of Sponsor's choice
- Integrated sponsor listing in twice-monthly newsletter with text and image during month of Sponsor's choice

GIGABYTE SPONSOR

- Skyscraper Banner placement on InLiquid Home Page during month of Sponsor's choice
- Button Message placement on InLiquid Opportunities Page during month of Sponsor's choice

MEGABYTE SPONSOR

- Footer Banner placement on InLiquid Home Page during month of Sponsor's choice

OR

- Button Message placements on InLiquid Home Page and Opportunities Page during month of Sponsor's choice

SPONSOR BANNER SPECS: In order to qualify as a Sponsorship, a banner placed on InLiquid must include within the banner body a message of support for InLiquid, e.g., "[business name] supports InLiquid."

Skyscraper Banner 150 x 600 pixels, gif, jpeg, or swf, can be animated

Footer Banner 500 x 100 pixels, gif, jpeg, or swf, can be animated

Button Message 150 x 80 pixels, gif, jpeg, or swf, can be animated

YES, I WOULD LIKE TO SUPPORT INLIQUID WITH THE FOLLOWING SPONSORSHIP:

_____ Terabyte Sponsor (\$950)

_____ Gigabyte Sponsor (\$650)

_____ Megabyte Sponsor (\$350)

Questions or need more info? Please contact Joan Smith at joan@inliquid.com or 215.235.3405.

Sponsor Name: _____ check one: _____ business _____ individual

Sponsor listing for program / invitation (if different from above) _____

Contact Name _____

Contact Address _____

Contact Phone _____ E-mail _____

Payment Method: _____ check (made payable to InLiquid)

_____ credit card* _____
number exp. date (mm/year)

Security code Street # Zip code

*We accept Visa, Mastercard, and American Express. We require the billing address' street number, zip code, and security code to process all credit cards.

signature

This completed sponsorship form may be mailed to InLiquid Sponsorship,
1400 N. American Street, Studio 314, Philadelphia, PA 19122; if paying by credit card, you may also fax completed form to 215 235 3527.