

# SPONSORSHIP PROPOSAL



PREPARED FOR:  
GE COCREATE



## ART OF THE ROLL

# WHO ARE WE?

Art of the Roll is a student-led community art initiative with the objective of creating a unique, one-of-a-kind artwork for UCONN Stamford.



### OUR VISION

Our vision for Art of the Roll is to increase art programming, engage the local Stamford community, and achieve a memorable triumph for UCONN Stamford!

By breaking the record, we will celebrate the innovative spirit of Stamford, CT and its community, leave a lasting artistic legacy for future generations to enjoy, and foster a greater sense of community pride and teamwork in Stamford.

### CREATING THE MOSAIC

- Considering the dimensions needed to break the Guinness World Record for the largest image dice mosaic, we will be aiming for a piece that is around 30 M<sup>2</sup>.
- Students will be divided in groups to complete a designated section of the mosaic under the guidance of the artist, Design with Dice, in a one to multiple day event for the assembly of the artwork.

### MARKETING AND PROMOTION

Art of the Roll will be widely promoted through social media campaigns, press releases, and community outreach. Sponsors will be featured prominently in all event promotions, ensuring maximum visibility before, during, and after the event



# SPONSORSHIP

## PACKAGES



### > Platinum Sponsor

\$ 2,000 +

#### Benefits

- **Premium Logo Placement:** Prominent logo featured on all marketing materials, including flyers, posters, and digital promotions.
- **Event Spotlight:** Recognized as a Platinum Sponsor during the unveiling event with an opportunity to deliver a brief message.
- **Exclusive Mosaic Placement:** Large logo featured prominently on the mosaic plaque.
- **Social Media Marketing:** Dedicated posts across all our platforms (Instagram, Facebook, and Twitter) with a customized shoutout highlighting your sponsorship.
- **Press Recognition:** Mention in press releases sent to local media outlets.
- **Networking Opportunity:** Access to the unveiling event with a reserved table or area for your team.
- **Discounted Mosaic:** A mosaic commission offered to the sponsor at a discounted price

### > Gold Sponsor

\$1,000 - \$1,999

#### Benefits

- **Prominent Logo Placement:** Logo featured on select marketing materials and on the mosaic plaque.
- **Event Recognition:** Verbal acknowledgment as a Gold Sponsor during the unveiling event.
- **Social Media Shoutout:** Group acknowledgment in a sponsored highlights post.
- **Press Mention:** Included in the sponsor section of press releases.
- **Event Access:** Invitation to the unveiling event.

### > Silver Sponsor

\$ 500 - \$999

#### Benefits

- **Logo on Mosaic Plaque:** Medium-sized logo displayed on the plaque.
- **Event Exposure:** Group acknowledgment during the unveiling event.
- **Social Media Group Post:** Inclusion in a "Thank You" post highlighting Silver Sponsors.
- **Press Mention:** Listed as a Silver Sponsor in our sponsor materials.

### > Bronze Sponsor

\$ 250 - \$499

#### Benefits

- **Name Placement:** Sponsor name listed on the mosaic plaque as a Bronze Sponsor.
- **Social Media Mention:** Group "Thank You" post.
- **Event Mention:** Included in the general acknowledgment of sponsors at the unveiling event.

### > Community Supporter

Up to \$249

#### Benefits

- **Name Listing:** Sponsor name displayed in the "Community Supporters" section of the digital event program and acknowledgment on social media.
- **Personalized Thank You:** A customized thank-you email from the team.