



ELLEN KNUDSON, "INGRESS / EGRESS"



CASEY GARDNER, "MATTER, ANTIMATTER, AND SO FORTH"



INES VON KETELHODT, "ALPHA BETA"



THE MCBA PRIZE

PRESENTED BY MINNESOTA CENTER FOR BOOK ARTS



Sponsorship & Supporter Packet



MINNESOTA
CENTER FOR
BOOK ARTS

THE MCBA PRIZE



The MCBA Prize, presented by **Minnesota Center for Book Arts**, is an international award honoring excellence in new work from across the expressive spectrum of book art. The 2020 competition features 155 submissions from over 18 countries. We will announce the winner of The MCBA Prize during a live virtual award celebration on Friday, October 23, 2020.

Learn more at mcbaprize.org

ABOUT MINNESOTA CENTER FOR BOOK ARTS

Located in the Open Book building in downtown Minneapolis, Minnesota Center for Book Arts (MCBA) is a nonprofit visual arts center that offers educational and artistic programs in the book arts, which encompass papermaking, bookbinding, letterpress printing, and related arts.

With over 12,000 square feet of artist studios, classrooms, library, and gallery space, MCBA is one of the largest and most comprehensive book arts centers in the world.

To learn more, visit mnbookarts.org.



MCBA engages a diverse audience of artists, business professionals, creatives, collectors, designers, educators, and art lovers.

The MCBA Prize is international in scope and reaches audiences across the globe. Sponsors benefit from a variety of digital, print, and in-person marketing channels.



MINNESOTA
CENTER FOR
BOOK ARTS

35!
YEARS

1,500-2,000+
Monthly unique
page views on
mcbaprize.org

1,200+
Mailing list
contacts

5,300+
E-newsletter
contacts

8,500+
followers,
reach 16,000-
30,000
Facebook
followers

4,950+
Twitter
followers

4950+
Instagram
followers

250-500
Event attendees

SPONSOR LEVELS

ULTRA* \$5,000

Naming rights for MCBA Prize (Presented by _____)

Marquee acknowledgement (downtown street-facing)

8 mentions via e-newsletter and social media channels

Verbal acknowledgement during public remarks

Logo featured on:

- MCBA Prize website for two years (clickable link)
- Press release
- Online invitation
- Cocktail kits sent to event attendees

**One available*

EXTRA BOLD** \$1,500

Naming rights for MCBA Finalist or People's Book Artist Award (Presented by _____)

Verbal acknowledgement during public remarks

6 mentions via e-newsletter and social media channels

Logo featured on:

- MCBA Prize website for two years (clickable link)
- Press release
- Online invitation
- Cocktail kits sent to event attendees

***Five available*

BOLD \$500

Verbal acknowledgement during public remarks

2 mentions via e-newsletter and social media channels

Logo featured on:

- MCBA Prize website for two years
- Press release
- Online invitation

ITALIC \$250

Logo featured on:

- MCBA Prize website for two years
- Online invitation

Deadline

Friday, September 25, 2020

Visit www.mcbaprize.org to pledge your support.

Questions?

Contact Amanda Kaler, Associate Director
akaler@mnbookarts.org