

MCBA

**MINNESOTA
CENTER FOR
BOOK ARTS**

Sponsorship & Supporter Packet



THE 2024 MCBA PRIZE AN INTERNATIONAL
ARTIST'S BOOK AWARD

PRESENTED BY **MCBA**



THE MCBA PRIZE

AN INTERNATIONAL ARTIST'S BOOK AWARD

ABOUT THE EVENT

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 2024 competition is currently open; the 2022 competition featured 154 submissions from 17 countries. We will announce the winner of The MCBA Prize during a live virtual award celebration on September 18 and host an in-person reception on September 27.

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.

AUDIENCE by the NUMBERS

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.

5,400+
Monthly
pageviews on
mcbaprize.org

14,000
monthly
Open Book patrons

6,375
E-newsletter
contacts

1,200+
Mailing list
contacts

10,000
Instagram
followers

31.4K
likes on
TikTok

9,300
Facebook
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

EXTRA BOLD \$1,500

Naming rights for MCBA Finalist Artist Awards
(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

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

Deadline

July 1, 2024

Visit www.mcbaprize.org
or scan this code to pledge
your support.



ITALIC \$250

Logo featured on:

- MCBA Prize website for two years
- Online invitation

Questions?

Elysa Voshell, Executive Director
evoshell@mnbookarts.org | 612-215-2525

Esther Blevins, Associate Director
eblevins@mnbookarts.org | 612-215-2531