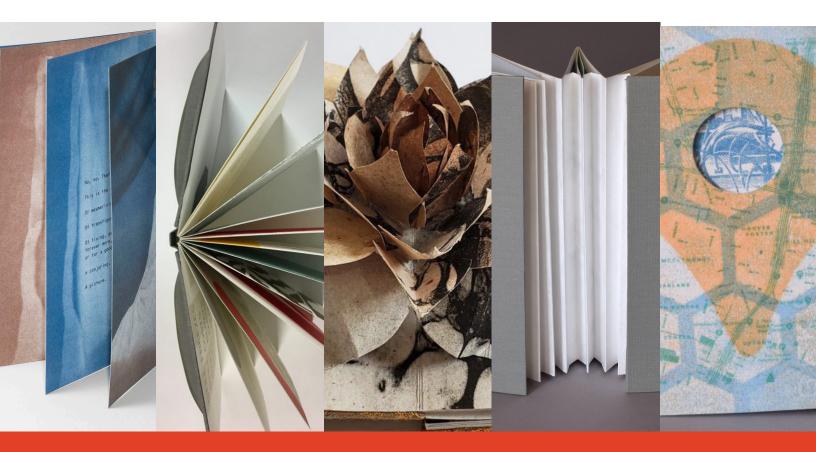


# Sponsorship & Supporter Packet



# THE 2024 MCBA PRIZE AN INTERNATIONAL ARTIST'S BOOK AWARD



# 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 enewsletter 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.



#### Questions?

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

# ITALIC \$250

#### Logo featured on:

- MCBA Prize website for two years
- Online invitation