



2019 Map Stop Application

Deadline for Application & Payment: May 15th

Would you like to be a stop on the Arts Crawl? We are now taking applications for select downtown businesses to participate! Apply to be a part of this unique arts event, now in its **fifth** year. Only a limited number of stops can be included and applications are handled first come first serve.

We are looking for businesses within the designated downtown event area who offer at least one of the following:

- are already an established gallery
- display **original high-quality artwork** with the artist(s) present
- will provide **wall or table space for an ArtsLink-selected or approved artist (s)**
- will feature a **live musician or live performance** (compensation paid by business)
- will feature an **arts activity or demonstration*** (compensation paid by business)
- **Please see our enclosed Sponsorship form for additional ways to participate and promote your business.**

To ensure quality, this is a curated event! All participating artists are reviewed and selected by ArtsLink prior. You are welcome to request a particular artist for your location. We are happy to accommodate you as long as it serves the overall event. Participating artists at stops with work for sale may keep 100% of their proceeds. *Stops will be limited and at the discretion of Reedsburg ArtsLink.*

About the Reedikulus Arts Crawl: Started in 2015 as a re-imagining of Reedsburg's long-standing "Reedikulus Days", the Reedikulus Arts Crawl is part art crawl, part street party and part fringe fest, all with a little ridiculous weaved in! Visitors follow the Arts Crawl map in our 4-color tri-fold event guide to move from stop to stop. Each stop features some form of art—2D, 3D, music or performance.

NEW THIS YEAR!

We're closing South Walnut Street between Main and Vine streets putting up a circus tent and creating a street party with beer & wine service, food, live music and arts activities!

Arts Crawl 5-9 PM

Our FREE walking tour features artists exhibiting, demonstrating & performing on sidewalks, in store-fronts and in alley ways with entertainment, activities & surprises along the way!

Street Party 4-10 PM

Look for the tent in the heart of the Arts Crawl on S. Walnut St.
Wine & craft beer service | 4-10 PM
Food vendors | 5-8 PM
Live music | 5-10 PM

Marketing for this year's Reedikulus Art Crawl includes:

5000 Rack Cards / 5000 Event Guides / 200 Posters / Facebook Advertising / Webpage / 20+ Listings in websites, newspapers, magazines, etc. / Press Releases to regional papers & news stations / Reedsburg Chamber's weekly e-Blast.

Our Event Budget is \$12,500 not including the value of in-kind donations. Your Sponsorship helps cover the costs associated with this event including marketing, administration, entertainment and supplies.

Attendance Goal: 1000

Deadline: May 15, 2019

Level		Your sponsorship includes these benefits! Sponsors at \$500 level and higher are "Presenting Sponsors"
REEDIKULUS	\$5000	<ul style="list-style-type: none"> • All items below, plus: • Front Page Event Guide Banner • 1/3 Page Ad (b&w) in Event Guide (11x17 tri-fold) • Your logo featured on event Poster • Mentioned in all Press Releases, Interviews, & Promotions • Additional Event Signage
GOOFY	\$2500	<ul style="list-style-type: none"> • All items below, plus: • 1/6 Page Ad (b&w) in Event Guide (11x17 tri-fold) • 1 Ticket to exclusive Artists' Social on the day of the Event (Total 3) • 2 VIP Passes for Wine/Beer Tent, including commemorative glasses (Total 4)
WONKY	\$1000	<ul style="list-style-type: none"> • All items below, plus: • Press release including sponsor photo to local papers • Featured prominently on large Sponsorship signage at Headquarters • 2 Tickets to exclusive Artists' Social on the day of the Event • 1 VIP Pass for Wine/Beer Tent, including commemorative glasses (Total 2)
KOOKY	\$500	<ul style="list-style-type: none"> • All items below, plus: • Be a Presenting Sponsor of a specific Arts Crawl activity/performance. Includes Sponsorship Listing in Event Guide, additional Signage and Thank you Announcement, if applicable. • 1 VIP Pass (Unlimited Refills) for Wine/Beer Tent, including commemorative glass
QUIRKY	\$250	<ul style="list-style-type: none"> • All items below, plus: • Featured on large Sponsorship signage at Headquarters • Facebook announcement • 1 Complimentary drink with commemorative glass
NUTTY (MAP STOP)	\$100	<ul style="list-style-type: none"> • Numbered Stop in the Event Guide directing visitors to your location • Linked Listing on Arts Crawl webpage • Sponsor listing in Event Guide

"Presenting Sponsors" support essential components of the event such as particular groups of artists, special entertainment, and live music. Depending on what your sponsorship level, your sponsorship may include the following: high visibility signage, announcements of your support, and/or swag you'd like to offer on location. You are welcome to, but are not required to have a representative from your business present.

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Business/Organization <i>As you wish it to be listed.</i>	
Address	
Phone	
Email	
Contact Person	Date:

Sponsorship Level Includes benefits listed on page 2 Circle One	Sponsors at \$500 Level or Higher please choose from Presenting Options below. Presenting options are offered first come, first serve.
\$5000 Reedikulus	<input type="checkbox"/> Event Co-Host
\$2500 Goofy	<input type="checkbox"/> Live Band (HEADLINER!)
\$1000 Wonky	<input type="checkbox"/> Large Scale Installation Artist Host <input type="checkbox"/> 2 Live Music Performances <input type="checkbox"/> Warehouse Row Artist Group Host
\$500 Kooky	<input type="checkbox"/> 1 Live Music <input type="checkbox"/> Performing Artist <input type="checkbox"/> Artists' Pre-Crawl Social <input type="checkbox"/> Artists' Snack <input type="checkbox"/> It's Potty Time! Porta-potties
\$250 Quirky	N/A
\$100 Nutty / Map Stop*	N/A

*Please indicate (X) what you plan to offer at your location:

- _____ We are an established **gallery**
- _____ We'll display **original high-quality artwork** with the artist(s) present
- _____ We'll provide **wall or table space for an ArtsLink-selected or approved artist (s)**
- _____ We'll feature a **live musician/live performance** (any compensation paid by business)
- _____ We'll feature an **arts activity or demonstration** (any compensation paid by business)

Please make checks payable to: **Reedsburg ArtsLink** My check is enclosed Please send me a bill

Please return a completed copy to:

Reedsburg ArtsLink, PO Box 605, Reedsburg, WI 53959 or reedsburgartslink@gmail.com

For more information contact Joann at Reedsburg ArtsLink 608-393-2795 or reedsburgartslink@gmail.com
