

BOOM Sponsorship 2023



Celebrating art, performance & the unexpected

Juan Ossa Photography



“...It wasn't just a rainbow of races, ethnicities and cultures, although that certainly was an important part of it. BOOM fest also was a mix of very young children, elderly people, young adults and middle-aged guys like me. Most of all though, it was a mix of ideas. Ideas about art, music, politics, different cultural perspectives, social justice, and community activism. It was Charlotte.”

Mark Kemp

Fmr. Editor, Creative Loafing

Juan Ossa Photography

BOOM! The word is only four letters long, but nothing about it is small. It wants to be seen and spoken in capital letters, to reverberate and to leave an impression.

BOOM is a movement, born from a belief in the explosive power of art to unite and strengthen our community. We've gathered a unique coalition of artists, volunteers, businesses and neighborhood organizations who truly represent the Queen City. We come together and transform the way art and culture are created and shared. It will manifest as the annual BOOM Festival on April 21 - 23 at Location TBD, the BOOM Echoes series and other year-round events.

BOOM! A spectacular mix of philanthropic opportunity and marketing potential.

BOOM is a showcase of the beauty that transpires when creative minds and diverse backgrounds come together as one. It is exemplary of the value that the arts bring to local communities, and of the creation of a diverse collective that is united for the sake of progress. To take part in BOOM and the BOOM Festival is to join in a coalition of vibrant, bright, and inspirational thought leaders who value the impact that the local performing arts scene has on our beloved Queen City.

Speaking in numbers, BOOM's diversity is unparalleled. Over 50% of artists are artists of color, and our performers range in age from 7 years to over 70. That level of inclusivity is also reflected in the audience, making it perhaps the

Now more than ever we need to support art in our community and motivate creators to come to Charlotte and to stay in Charlotte. We've established a creative and accessible event for local and national artists, **and we need YOU to light the fuse! Please review this Sponsor Package and consider supporting BOOM 2023.**

only large scale art event that truly reflects Charlotte's richness of diversity.

In the years prior to the pandemic, BOOM experienced exponential growth. Thanks to BOOM's connections to Open Streets 704, neighborhood organizations, local venues and small businesses, BOOM grew exponentially from 50 programs reaching 5,000 people to 120 programs reaching upward of 20,000 people ~ a major feat for contemporary arts events.

BOOM Festival 2023, we aim to reach pre-pandemic audience level. In order to succeed, we need your help.



Looking forward to BOOM Festival 2023, we aim to reach pre-pandemic audience levels of **10,000 total participants** ~ *a major accomplishment for contemporary arts events*. In order to succeed, we need your help.

sponsorship levels

TITLE Sponsorship is available. Contact Manoj Kesavan at manoj@boomcharlotte.org

amp sponsor: \$10,000

You get name and logo on (for 1 year):

- On the door of venues
- Print material including posters, flyers & handouts
- Prominent placement on BOOM website and social media

Plus you get:

- Mention in press releases
- Recognition from the Stage at all events
- 10 tickets to the show of your choice

rumble sponsor: \$5,000

You get:

- Name and logo on print materials including posters, flyers
- Name and logo placement on website and social media
- Recognition from the Intersection Stage
- 5 tickets to the show of your choice

reverb sponsor: \$2500

You get:

- Verbal recognition from the Intersection Stage (outdoor stage at springtime festival)
- Your Logo on the printed festival program
- Name and logo placement on website and social media

ignite sponsor: \$1000

You get:

- Verbal recognition from the Intersection Stage
- Your Logo on the BOOM website
- Your Logo on the printed festival program

blasting sponsor: \$500

You get:

- Verbal recognition from the Intersection stage
- Your name listed on the BOOM website

spark sponsor: \$250

You get:

- Your name listed on the BOOM website

Questions? Contact our Director, Manoj Kesavan, at manoj@boomcharlotte.org