



## **MICAfest | October 28 - 30, 2022**

**A three-day festival celebrating mothers in the arts presented by Mothers Institute for Collaboration and Art (MICA)**

Join us as a sponsor of the Mother's Institute for Collaboration and Art's Inaugural MICAfest! This three-day event celebrates visual artists, dancers, musicians, performers, and poets who are mothers and primary parents. MICAfest will take place at 33 Hawley Street in Northampton, MA.

The festival will kick off on Friday, October 28 with a gala to raise funds for the vital programming MICA is developing for mom-creatives. MICA will present live music, theater, dance, spoken word poetry, and more on Saturday, October 29 and Sunday, October 30. All participating artists will receive a stipend and proceeds from ticket sales will directly support MICA's future programming for artists.

MICAfest sponsors will find their company's name and logo featured prominently throughout the event and in marketing materials leading up to October 28. We hope you will join us to support mothers in the arts and enjoy the festival!

### **WHO WE ARE**

Founded in 2022, [Mothers Institute for Collaboration and Arts \(MICA\)](#) aims to support artistic mothers by building community. Through festivals, workshops, and support groups, MICA produces opportunities for mothers to create, showcase, and get paid for their work. MICA is a mother-led organization committed to responding to the unique needs of mothers and making space for mothers in the arts and cultural ecosystem through systemic change. MICA is fiscally sponsored by [Fractured Atlas](#), a New York-based nonprofit devoted to helping artists and arts organizations by providing fundraising tools, education resources, and support.

If you are interested in sponsoring MICAfest, please contact:  
Lyza Fennell, Managing Director at [lyza@experiencemica.org](mailto:lyza@experiencemica.org) | 413.386.8880.



# MICA

MOTHERS INSTITUTE FOR  
COLLABORATION AND ART

## WAYS TO SUPPORT MICAfest

Your tax-deductible donation or in-kind support makes our work possible. We are so grateful for your support.

### PARTNERSHIP

\$5,000-10,000

- Full-page ad in the printed festival program
- Custom social media post thanking your organization for supporting MICA
- 5 weekend passes for MICAfest, including tickets to our opening gala
- “Presented in Partnership with [your organization]” language throughout festival promotions
- Acknowledgment in MICAfest press release, which will be distributed to over 90 news and media outlets the week of the festival
- Acknowledgment and thanks on our website: [experiencemica.org](http://experiencemica.org)
- Special thanks in the printed festival program

### SPONSORSHIP

\$2,000-4,999

- Half-page ad in the printed festival program
- 2 weekend passes for MICAfest, including tickets to our opening gala
- “Sponsored by [your organization]” language throughout festival promotions
- Acknowledgment in MICAfest press release, which will be distributed to over 90 news and media outlets the week of the festival
- Acknowledgment and thanks on our website: [experiencemica.org](http://experiencemica.org)
- Special thanks in the printed festival program

### SUPPORTER

\$500-1,999

- Quarter-page ad in the printed festival program
- 1 weekend pass for MICAfest, including tickets to our opening gala
- “Supported by [your organization]” language throughout festival promotions
- Acknowledgment and thanks on our website: [experiencemica.org](http://experiencemica.org)
- Special thanks in the printed festival program

### FRIEND OF THE ARTIST

\$100-499

- 2 tickets to our opening gala
- Acknowledgment and thanks on our website: [experiencemica.org](http://experiencemica.org)
- Special thanks in the printed festival program

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