



Mothers Institute for Collaboration and Art (MICA)



Empowering M/other Artists: Sponsorship Tiers Proposal

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MICA Sponsorship

Thank you for your interest in supporting Mothers Institute for Collaboration and Arts (MICA). (Jump to [sponsorship tiers](#).)

Who We Are

MICA is a mother-led, mission-based arts organization committed to spotlighting mother artists and caretakers, addressing gender inequalities in the art industry, and highlighting the work of mothers, women, and the intersections of other underrepresented groups such as BIPOC, LGBTQIA+ individuals, and people with disabilities.

MICA produces opportunities for artists to create, showcase, and get paid for their creative work. MICA is a mother-led organization committed to responding to the unique needs of caregivers and making space for them in the arts and cultural ecosystem.

Ways to Support MICA

Your tax-deductible donation or in-kind support makes our work possible (to the extent of the law). We are so grateful for your support.

We have our second festival in the works for the month of May 2024 throughout locations in Northampton, MA!

MICAFest Art for Change: The M/others' View is a month-long city-wide event in May 2024 celebrating parent artists' unique perspectives and diversity. It's an opportunity to showcase the work of parent artists from all walks of life, exploring themes of parenthood, identity, and the world around them.

We are also looking for opportunities for **ongoing support**. We would love to partner with you to find a mutually beneficial package. We have outlined tiers below as a guideline.

Sponsorship Opportunities

We offer a variety of sponsorship opportunities to fit your budget and needs. As a sponsor, you can:

- Align yourself with an organization that supports mother and caretaker artists
- Reach a passionate and diverse audience of mothers, parents, and art lovers
- Display your logo and brand prominently on our website and marketing materials
- Connect with MICA's growing social media presence and strong marketing plan
- Support the advancement of mother and caretaker artists and help create meaningful opportunities for them to showcase their work

Partnerships

We are also looking for partners to help us produce and promote our arts festival or as a sustaining supporter. Partners will receive benefits such as:

- Prominent branding on all festival marketing materials and signage
- Opportunity to host a booth or event at the festival
- Exclusive invitation to a private dinner party with MICA Managing Director, MICA featured artists, MICA partners, and members of the Founder's Circle

Sustaining supporter

- Donate a percentage of your sales to MICA on a monthly or annual basis.
- Host a fundraising event for MICA.
- Provide in-kind support, such as printing services, catering, or venue space.
- Priority access to new sponsorship opportunities
- Exclusive discounts on MICA merchandise and events
- A dedicated MICA representative to help you manage your sponsorship
- Recognition as an ongoing supporter of MICA on all marketing materials and signage

Sponsorship Tiers

We offer a variety of sponsorship tiers to meet your budget and needs.

Platinum Sponsor: \$10,000+

- Event and pre-event naming opportunities to the MICAfest Art for Change: The M/others' View festival
- Prominent branding on all festival marketing materials and signage
- Opportunity to host a special event or workshop at the festival
- Exclusive invitation to a private dinner party with MICA Managing Director, MICA featured artists, MICA partners, and members of the Founder's Circle
- All of the benefits of the MICA Visionary Sponsor level
- Priority access to all festival events
- Acknowledgment on the MICA website and social media and use of MICA Partner Logo on your website & social media

Visionary Sponsor: \$5,000-\$9,999

- Opportunity to co-brand a MICA event or program
- Prominent placement of your logo on the MICA website and in all promotional materials
- Exclusive invitation to a private MICA event or workshop
- Opportunity to be featured in a MICA newsletter or blog post
- All of the benefits of the MICA Partner level
- Priority access to all festival events
- Acknowledgment on the MICA website and social media and use of MICA Partner Logo on your website & social media

Partner: \$3,000+

- Prominent placement of your logo on all festival marketing materials and signage
- Opportunity to host a booth or event at the festival
- Social media post and email to our listserv announcing your organization as a MICA Partner
- Priority access to all festival events (excluding the Mother's Day brunch)
- Acknowledgment on the MICA website and social media and use of MICA Partner Logo on your website & social media

Sponsor: \$1,000-\$2,999

- Prominent placement of your logo on all festival marketing materials and signage
- Priority access to all festival events (excluding the Mother's Day brunch)
- Acknowledgment on the MICA website and social media and use of the MICA Partner Logo on your website & social media

Patron: \$500-\$999

- Two tickets to any festival event (excluding the Mother's Day brunch)
- Acknowledgment on the MICA website and social media and use of MICA Partner Logo on your website & social media

Supporter: \$100-\$499

- One ticket to any festival event (excluding the Mother's Day brunch)
- Acknowledgment on the MICA website and social media and use of MICA Partner Logo on your website & social media

Looking for an alternate way of support MICA? Here are some other ways to help:

- Donate a percentage of sales to MICA on a monthly or annual basis.
- Host a fundraising event for MICA.
- Provide in-kind support, such as printing services, catering, or venue space.
- Become a sustaining monthly supporter
- Offer a matching sponsorship program with your employees.

Contributions via checks for the charitable purposes of MICA must be made payable to “Fractured Atlas” only and are tax-deductible to the extent permitted by law. To learn more about how to become a MICA sponsor, please contact Lyza Fennell, Managing Director, at lyza@experiencemica.org.

Who We Serve

MICA is a national organization that serves artist m/others across the US. We work with mothers and primary caregivers of all ages and backgrounds. Headquartered in Western Massachusetts, MICA does lots of local outreach and partnership-building in Franklin, Hampshire, and Hampden counties. Our mission is to connect mothers and caregivers with opportunities in the arts. As such, our audience also comprises galleries, local cultural councils, municipalities, museums, performance venues, private collectors, and other entities that are part of the arts and cultural ecosystem.