

A Plan for Covering West Michigan's Cultural Arts Scene

Revue West Michigan and *MiBiz* want to work with the region's cultural arts organizations to reboot and re-energize local news coverage of West Michigan's arts scene.

With the drastic reduction in local arts reporting in recent months, we are proposing a new approach to fill the void for real arts journalism and authentic arts criticism.

We are planning to start a **West Michigan Cultural Arts coverage team** that would comprise a full-time beat reporter, a videographer and a select group of qualified arts and entertainment critics. Their goal would be simple: to cover the entire West Michigan region's rich cultural arts scene 52 weeks a year.

The team would produce honest reviews/previews of exhibits, feature stories about the artists, performers and organizations on the local arts scene, and more. Coverage would appear in the print, online and e-news versions of our *Revue* and *MiBiz* — reaching more than 219,750 readers each month. We'll also be re-imagining *Revue* to highlight culture arts coverage in a special arts section that will appear in every issue.

Beyond giving ink and a web presence to local productions and events, this strategy also includes media-relations events for arts organizations, roundtable discussions and other special events geared toward growing awareness and understanding of the arts scene.

We need your help to make this happen. We are trying to obtain \$100,000 in advertising and sponsorship commitments from West Michigan arts groups to make this happen. The sponsor packages below include frequency advertising and other marketing benefits at discounted rates. We need broad-based support from all West Michigan cultural arts organizations in order to launch this plan.

Please consider the benefits this plan will bring to your organization — from selling tickets to shows, to selling your organization to donors, members and young artists that represent the future of the local arts scene.

Please contact **Molly Rizor (616-780-4527 or molly@revuewm.com)** if you have questions or an interest in participating.



All Arts Sponsors Will Receive These Benefits:

- Discounted print and digital advertising
- Consideration for participation on Arts Advisory Group or Arts Executive Roundtable with *MiBiz*.
- Invitation to media relations events including Speed Dating pitch session and How to Get Coverage panel discussion.
- Social media support of editorial coverage.
- Sponsor listing in *REVUE* Arts Issue, *MiBiz* Crystal Ball issue and our arts events.

Reserve your sponsorship with this form.
Print, sign & fax to (616) 608-6182.

Arts Sponsorship Packages

PLEASE SELECT YOUR SPONSORSHIP PACKAGE:

Master Level (\$6,000)

- 11 half-page ads in REVUE print issue
- 1 full page ad in REVUE Arts Issue
- In-season digital advertising, REVUE web
- In-season digital advertising for REVUE eNewsletter (REVUE Weekly)
- 1 full-page ad in MiBiz "Crystal Ball" Issue
- 3 ticket giveaway promotions
- Social media posts of editorial coverage
- Insert season brochures at reduced rate
- 50% discount on additional print, digital ads

Apprentice Level (\$3,000)

- 11 quarter-page ads in REVUE
- 1 full page ad in REVUE Arts Issue
- 6 months digital advertising, REVUE
- 1 half-page ad in MiBiz "Crystal Ball" Issue
- 1 ticket giveaway promotion
- Social media posts of editorial coverage
- 30% discount on additional print, digital ads

Patron Level (\$1,000)

- 2 quarter-page ads in REVUE
- 1 full-page ad in REVUE Arts Issue
- 3 months digital advertising, REVUE
- Social media posts of editorial coverage
- 15% discount on additional print, digital ads

BUSINESS _____ CONTACT _____
ADDRESS _____ PO BOX _____
CITY _____ STATE _____ ZIP CODE _____
PHONE _____ FAX _____
EMAIL _____ WEBSITE _____

TOTAL TO BE CHARGED (OR PAID BY CHECK): \$ _____

Checks can be made out to Revue Holding Co. and mailed to 65 Monroe Center, Suite 5, Grand Rapids, MI 49503.

PRE-PAYMENT REQUIRED FOR SPACE RESERVATION.

CARD NUMBER _____ EXPIRATION _____
NAME ON CARD _____ 3 DIGIT CODE _____
BILLING ADDRESS _____
CITY _____ STATE _____ ZIP CODE _____
SIGNATURE _____ DATE _____

REvue **MiBiz**[®]