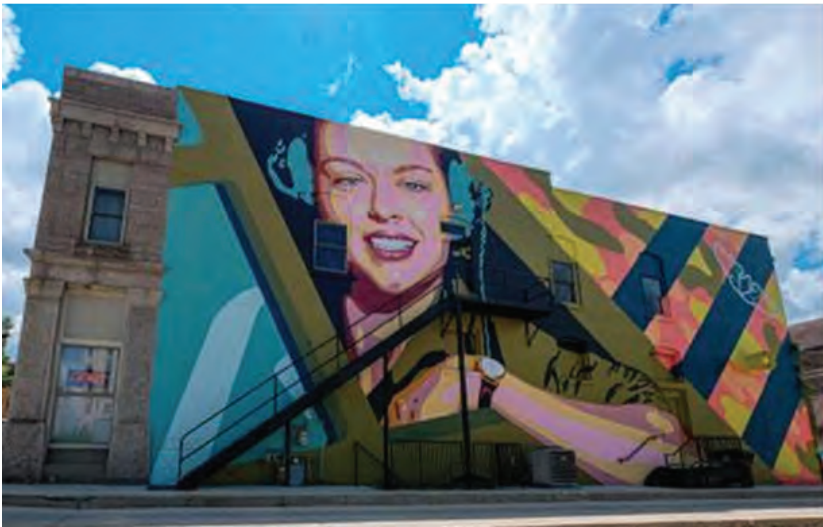




## 2024 CRE8IV Sponsorship Options







## CRE8IV: Transformational Art Murals & Sculptures Festival

CRE8IV (pronounced “Creative”) is a community-building, arts-infused placemaking and public-art program through the RACVB Foundation created to uplift the community through vibrant, inspirational art while enhancing the region for residents and visitors.

Since its inception, CRE8IV: transformational ART, through the support of donors, has installed over 25 rotating sculptures and 42 large-scale murals in Rockford, Loves Park, Rockton, Roscoe, and Pecatonica. Artists range from local and regional to national and even international creators. Below are some of the benefits of this program.

### Culture

The CRE8IV public art program enhances our community’s culture and unity for residents, visitors, and prospective residents through the translatable beauty of art. The CRE8IV program helps to make our region a stunning place to live, work, and visit.

### Economic Impact

These placemaking efforts grow our economy by positively impacting the region’s quality of place, a key factor in retaining and recruiting residents and businesses to our region.

### Mental Wellness & Access for All

The CRE8IV public art sculptures and murals remove barriers to the art while enriching lives. Beautification and art have proven to support mental wellness.

### Exposure for Local Artists

The CRE8IV public art program incorporates local and visiting artists, providing exposure and support for their talents and work.

### Community

The addition of a new arts and culture festival will bring the community together to celebrate art, music, dance and more.

We invite you to be a partner in the continued beautification and transformation of our region through the CRE8IV Transformational Arts Murals and Sculptures.

**Contact Kristen Paul, RACVB Vice President of Destination Development**  
**kpaul@gorockford.com or 815.540.7342**





## CRE8IV: Transformational Art Murals & Sculptures Festival

### CRE8IV Exclusive Mural Sponsor - \$20,000

Join us as an Exclusive Mural Sponsor. As an Exclusive Sponsor, you will have full recognition for one of the CRE8IV murals with opportunities to engage with the artist through the selection process and during the creation of the mural. You will also receive prominent recognition and first selection of the artist or mural concepts selected.

#### Benefits:

- Logo or name included on the wall of the mural (mural lifespan 10-15 years).
- Speaking opportunity at the CRE8IV: Transformational Mural Press Conference or completion celebration.
- Opportunity for an artist meet & greet during the creation of the mural.
- Team or individual photo opportunity at mural
- Prominent inclusion in social media posts for CRE8IV.
- Prominent logo placement on the RACVB website.
- Prominent Logo or name included on the mural map.
- Prominent recognition through:
  - RACVB E-Newsletter, Website, Social Media
  - Mention on artist website or blog
  - Rockford Chamber voice article

### CRE8IV Co-sponsor - \$10,000

Join us as a CRE8IV Co-sponsor. As a co-sponsor, you will help to support the creation of the mural. Co-sponsors will be paired with one or more sponsors for the completion of the mural.

#### Benefits:

- Logo or name included on the wall of the mural (mural lifespan 10-15 years).
- Recognition during the CRE8IV: Transformational Mural Press Conference and announcements.
- Logo included on RACVB website.
- Logo or name included on the mural map.
- Social Media post.
- Notable and engaging recognition through:
  - RACVB E-Newsletter, Website, Social Media
  - Mention on artist website or blog
  - Rockford Chamber voice article

### Friend of CRE8IV

We welcome donations of any amount towards the CRE8IV: Transformational Art Programs. Friends of CRE8IV will be listed on the RACVB website.

Contact Kristen Paul,  
RACVB Vice President of Destination Development  
kpaul@gorockford.com or 815.540.7342







## 2023 Sponsor Benefits

**Visionary Mural  
Sponsor**  
\$20,000+

**Community Mural  
Co-Sponsor**  
\$10,000+

**Art  
Advocate**  
\$4,000+

**Art  
Supporter**  
\$2,000+

**Friend  
Of Art**  
\$500+

\*Custom packages available • \*\*Packages can be combined to increase benefits

### Benefits

Logo on Main stage and on site banners	●				
Name on CRE8IV Artist shirt	●				
Inclusion in all media releases	●				
Logo on CRE8IV posters	●				
Speaking opportunity at press conference	●				
Logo or name included on the wall of the mural (lifespan of 10-15 years)	●	●			
Team or individual photo opportunity at mural	●	●			
Opportunity to have a booth at CRE8IV event	●	●			
Live mentions from main stage during event	●	●			
Mentioned in Rockford Chamber Voice article	●	●			
Opportunity to pass branded item during festival	●	●	●		
Special mentions on RACVB social media	●	●	●	●	
Logo displayed at sponsored event zone (location varies)	●	●	●	●	
Logo and/or name on map	●	●	●	●	
Logo or name on all print and digital advertising	●	●	●	●	
Logo on CRE8IV website	●	●	●	●	●
Approval to use CRE8IV logo	●	●	●	●	●
Opportunity for customized group volunteer experience	●	●	●	●	●
# of VIP experience passes	25	15	10	5	2



## 2024 Sponsor Options

● CRE8IV Presenting Sponsor .....	\$25,000
● Visionary Mural Sponsor .....	\$20,000
● Community Co-Mural Sponsor .....	\$10,000
● Fireworks .....	\$5,000
● Friday Main Stage .....	\$5,000
● Saturday Main Stage .....	\$5,000
● Activity Tent .....	\$5,000
● Mini Mural Competition .....	\$5,000
● Street Performances (5 available) .....	\$3,000
● Trolley Tour .....	\$3,000
● Chalk Art .....	\$3,000
● CRE8IV After Hours .....	\$3,000
● Sculptures (10 available for 2-year lease) .....	\$2,500
● Mutts and Mimosa's Tour .....	\$2,000
● Bike Tour .....	\$2,000
● Walking Tour .....	\$2,000
● Electrical Box Vinyl Installs (15 Available) .....	\$1,500
● Immersive Activity (15 available) .....	\$500





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