

FRONT International 2022
Cleveland Triennial for Contemporary Art

2022 SPONSORSHIP OPPORTUNITIES

TRIENNIAL EXHIBITION
July 16 – October 2, 2022

FRONTart.org
#FRONTart2022

FRONT

Oh, Gods of Dust and Rainbows

TITLE SPONSOR \$250,000 (1 Available)

- Exclusive branding in all materials for the 2022 edition of FRONT: “FRONT International: Cleveland Triennial for Contemporary Art. Presented by (Your Name).”
 - Advertising
 - Public Relations
 - Website
 - Social Media
 - Signage and Wayfinding
 - Exhibition Guide
 - Publications
 - Public Programming
- \$50,000 in paid media dedicated to promoting the sponsorship: creative and media choices submitted for approval
- One full-page advertisement in the FRONT 2022 Exhibition Guide (circulation 100,000)
- 50 free catalogs for employees and clients
- 12 complimentary VIP tickets to the Opening Night Gala Celebration

LEAD SPONSOR \$150,000 (1 Available)

- Lead sponsor branding in all materials for the 2022 edition of FRONT
 - Advertising
 - Public Relations
 - Website
 - Social Media
 - Signage and Wayfinding
 - Exhibition Guide
 - Publications
 - Public Programming
- \$25,000 in paid media dedicated to promoting the sponsorship: creative and media choices submitted for approval
- One half-page advertisement in the FRONT 2022 Exhibition Guide (circulation 100,000)
- 25 free catalogs and merchandise for employees and clients
- An exclusive VIP reception and tour for up to 25 clients and employees
- 8 complimentary VIP tickets to the Opening Night Gala Celebration

PRESENTING SPONSOR \$100,000 (2 Available)

- Sponsorship of a major public art installation or exhibition. Exclusive branding in all materials referencing the sponsored project including:
 - Advertising
 - Public Relations
 - Website
 - Social Media
 - Signage and Wayfinding
 - Exhibition Guide
 - Publications
 - Public Programming
- One half-page advertisement in the FRONT 2022 Exhibition Guide (circulation 100,000)
- 4 free catalogs for employees and clients
- 4 complimentary VIP tickets to the Opening Night Gala Celebration

2022 OPENING GALA SPONSOR \$50,000 (1 Available)

- Exclusive sponsorship of the FRONT 2022 Opening Gala Celebration, July 14, 2022. Plans include cocktails, dining, and entertainment followed by a premier performance. Expected dinner attendance 750. Expected performance attendance: Sold Out.
 - Advertising
 - Public Relations
 - Website
 - Social Media
 - Signage and Wayfinding
 - Exhibition Guide
 - Publications
 - Public Programming
- 12 complimentary VIP tickets to the Opening Night Gala Celebration

PROJECT SPONSOR \$25,000 – \$50,000 (6 Available)

- Sponsorships of exhibitions, installations, and performances. Cost variable based on the size of the project and location. All sponsorship will be supported by:
 - Advertising
 - Public Relations
 - Website
 - Social Media
 - Signage and Wayfinding
 - Exhibition Guide
 - Publications
 - Public Programming
- One quarter-page advertisement in the FRONT 2022 Exhibition Guide (circulation 100,000)
- 2 free catalogs for employees and clients
- 2 complimentary VIP tickets to the Opening Night Gala Celebration

EXHIBITION SPONSOR \$5,000

- Sponsorships will be supported and acknowledged by:
 - Website
 - Social Media
 - Signage and Wayfinding
 - Exhibition Guide
 - Publications
 - Public Programming
- 2 free catalogs for employees and clients

MEDIA SUPPORT

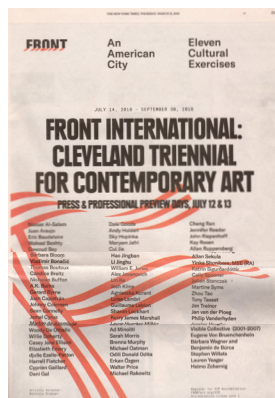
PUBLIC RELATIONS:

- In 2018, FRONT earned the advertising equivalent of \$38 million in media coverage.



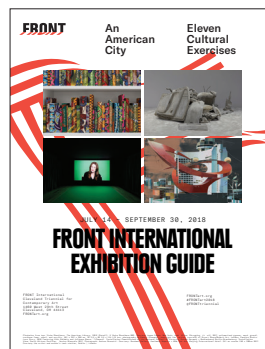
ADVERTISING:

- National print advertising: Art Forum, The New York Times
- Digital Advertising: Artnet.com, Facebook, Instagram
- Local Advertising: Ideastream media partnership
- Out-of-Home Advertising: Conventional and digital boards, wayfinding, street banners



COLLATERAL:

- FRONT Exhibition Visitor's Guide: Free, comprehensive guide to the exhibition, distributed at all FRONT sites and hundreds of retail locations in Northeast Ohio. Circulation 100,000. Editorial includes background of the exhibition, highlights of key projects and themes, detailed maps and itineraries, and a directory of restaurants, amenities, associated programs, activities, and other local attractions.
- Exhibition Catalog: Four-color record of the exhibition and all of its projects and installations with critical and artistic commentaries and essays.



PROGRAMMING AND EVENTS:

- In 2018, FRONT produced over 230 events and programs.
- FRONT maintains a robust social media presence and has produced numerous online events during the pandemic. As restrictions on social gatherings are lifted, FRONT will again transition to an exciting series of events, programs, and performances in advance of and during the exhibition.

