

KUDZU
ART ● ZONE
GALLERY & ART CENTER

2014-2015
SPONSORSHIP
PROPOSAL

KUDZU
ART ● ZONE
GALLERY & ART CENTER

LETTER FROM PRESIDENT

Dear Friend and Supporter,

Welcome to Kudzu Art Zone. Founded in 2006 by artists, Kudzu Art Zone is the place for art and artists in the Gwinnett County and metro Atlanta area. Our mission is grounded in the belief that the visual arts are an integral part of our lives, serving as an essential tool to educate audiences of all ages in the visual arts. With more than 100 artists who fill our 3,200 foot facility with exceptional artwork across diverse media, the Gallery and Art Center provides a comprehensive opportunity to explore our creative self and view some of the greatest creative achievements from the community.



This package will introduce you to the many great assets here at Kudzu Art Zone and help you plan your visit. Our website also contains a wealth of information about our diverse offerings, exciting exhibitions, events, and engaging programs.

Our intention is to open the Gallery and Art Center with full-time operating hours by the first quarter of 2016 as well as expanding our educational and community outreach programs.

We will bring new programs that offer creative exposure to the youth within our communities. We are also passionate about offering

opportunities for inclusion of audiences who have special needs. We understand the arts can be used as a means of communication and healing for many.

As we strive to accomplish our goals and meet new initiatives, we will need community support particularly in the areas of expansion, scholarships for our new students, and operation funds. As we engage in this new and exciting venture, we want to give you the chance to be a part of this growth. Please take some time to review the various opportunities outlined in this proposal.

Thank you for your interest in Kudzu Art Zone and be sure to check back soon for new updates and information. We look forward to welcoming you at our many exhibitions and events.

Thank you for all of your support. We hope you will continue to join us in our quest to explore new opportunities and share cultural experiences as a community.

Warm regards,

David Raderstorf, President
Chairman, Board of Directors at Kudzu Art Zone
d.raderstorf@kudzuartzone.org

ABOUT

Kudzu Art Zone is an organization of volunteer artists whose focus is the support and advancement of local art and artists throughout the community. Kudzu Art Zone's name derives from the founding artists' vision of forming an art organization with resilience and tenacity. Led by a five-member appointed Board of Trustees, Kudzu enjoys non-profit corporate status, enabling grant and civic financial support.

The true strength of Kudzu lies in its committee structure. While overseen by the Board of Trustees, each committee provides structure for member input and action. Committee activities are the driving force behind Kudzu's success. It is essential that every member take an active role as a volunteer in his or her area of strength and interest. Varied committee efforts in turn provide opportunities to the membership as a whole through programming, exhibition opportunities, social networking, and community outreach.

Through partnership with the City of Norcross, Kudzu Art Zone has secured a brick and mortar site for continued growth. As members continue to join and new initiatives are begun, volunteer members remain the source of Kudzu's strength. Members should expect to have an active ongoing role in Kudzu's success.

Kudzu Art Zone holds 7 member-only exhibitions annually which allows artists to share their work. In 2013, Kudzu Art Zone held its first annual Juried Exhibition, open to all artists in the state of Georgia. Kudzu Art Zone exhibitions and receptions are always free and accessible to the general public.

THE MISSION OF KUDZU ART ZONE IS TO SUPPORT THE GROWTH AND DEVELOPMENT OF THE ARTIST COMMUNITY AND EXPAND THE AWARENESS OF VISUAL ARTS THROUGH EDUCATION, EXHIBITIONS AND SPECIAL PROGRAMMING.

MISSION & HISTORY

MISSION

To support the growth and development of the artist community and expand the awareness of visual arts through education, exhibitions, and special programming

STATEMENT OF PURPOSE

Kudzu Art Zone is a cultural leader. As such, it serves the artist community and promotes the importance of the visual arts to individual growth, cultural heritage, and economic growth. Kudzu Art Zone organizes and presents exhibitions and programs by local, regional, national and international artists. It demonstrates proactive local leadership by educating artists of all ages; cultivating and growing audiences; and initiating and encouraging collaboration among diverse artists, institutions, communities and supporters.

VISION

Our vision is that the Kudzu Art Zone, Gallery and Art Center in Norcross, Georgia be a multi-disciplinary place of creativity and growth, regionally recognized as a leader in the presentation and support of artists and emerging visual art forms. In doing so, it will explore and involve the diverse cultures of our communities.

HISTORY

Kudzu Art Zone became a 501(c)(3) corporation in June 2006 when a group of artists shared a vision of a thriving artist community. In late 2006, the city of Norcross donated a 3,200 square foot building at 116 Carlyle Street, Kudzu Art Zone's current home. The building has a gallery, 8 artist's studios, and ample space for meetings, workshops, and artist development opportunities. The Kudzu Art Zone has become a place of fellowship where over 100 artist members have access to a community of support, space, and professional development opportunities.

CURRENT PROGRAMS

KUDZU ART ZONE IS CURRENTLY THE ONLY ART ORGANIZATION IN GWINNETT COUNTY THAT OFFERS FINE ART PRINTMAKING CLASSES AND ACCESS TO A PRINTMAKING PRESS.

Kudzu Art Zone provides hands-on learning and opportunities for creation. We are a unique gallery and art center that offers high quality classes in a broad range of visual arts. A wide variety of learning opportunities in various disciplines and media are offered to artists of all levels of creative development. Kudzu Art Zone also offers workshops to provide an intensive experience that will give artists in early and later stages of career development the information to distill and practice as successful artists.

ONGOING CLASSES	SIGNATURE WORKSHOPS	EDUCATION	SPECIALITY PROGRAMS
Oil Painting Watercolor Printmaking Mixed Media Collage	Georgia Watercolor Society Mehaffey's Water Media Weisbach's Collage & Mixed Media Burridge's Abstract Painting & Collage Greenberg's Color & Design	Kudzu Kidz Kudzu Teen Program Girl Scout Art Program Homeschool Art Program Art Educators Night School Tours KAZ Camp	Crazy Canvas (BYOB) Recycle Arts



GALLERY & ART CENTER

ART IS NOT WHAT YOU SEE, BUT WHAT YOU MAKE OTHERS SEE – EDGAR DEGAS

A distinctive exhibition space in the midst of the Kudzu Art Zone Gallery is located in downtown historical Norcross. Kudzu Art Zone is managed by its 5 Board Members and 8 Member Management Council as part of its commitment to supporting local artists. Kudzu Art Zone uses its exhibition space to host a series of shows all year round featuring the unique artwork of artists living and working in Gwinnett County and the metro Atlanta area.

The gallery is a flexible space that provides the ideal background for enabling art to take center stage within the community. Kudzu Art Zone showcases sculpture, installation, painting, photography, and printmaking. Kudzu Art Zone also has 8 artist studios



OUTER
outerdimensions
dimensions

KUDZU ART ZONE'S
OPEN
JURIED EXHIBITION

12
BY
12



Flora & Fauna

DÉJÀVU
DÉJÀVU
DÉJÀVU
DÉJÀVU
DÉJÀVU

photo
MIX
ATLANTA CELEBRATES PHOTOGRAPHY

FRAGMENTS
of
TIME

THE KARANSI PROJECT
TRANSFORMING A VILLAGE FROM THE BOTTOM UP

tickle
your
FANCY

EVENTS

12x12 XTRAVAGANZA EXHIBITION & SILENT AUCTION

ABOUT THE EVENT

This yearly silent auction benefits Kudzu Art Zone Gallery and Art Center. Featuring more than 70 pieces by 50 artists, the show provides affordable artwork starting at \$60. Works generally span a number of art genres, from mixed media to photography to collages all sized at 12x12.



OPEN JURIED EXHIBITION

ABOUT THE EVENT

Every year, Kudzu Art Zone invites all Georgia artists working in two-dimensional and three-dimensional media to participate in the Open Juried Exhibition. This exhibition is open to all artists 18 years of age and older.



WALL OF SMALL

ABOUT THE EVENT

An ongoing feature at Kudzu is the unique "Wall of Small" composed of smaller, affordable original works by member artists. The collection features works of art no larger than 6", providing smaller-sized prices for the thrifty patrons and newbie collectors.



LOCAL VENUES

ABOUT THE EVENT

Kudzu Art Zone extends their outreach by providing opportunities for artists to exhibit at venues within the city of Norcross. This enhances local business efforts by allowing restaurant patrons to enjoy viewing work by local artists.

NEW INITIATIVES

ART IS NOT WHAT YOU SEE, BUT WHAT YOU MAKE OTHERS SEE – EDGAR DEGAS

EXPANDING EDUCATION PROGRAM - 2015

Kudzu Art Zone plans to expand its educational programming and community outreach to support the early development of an arts education for children and youth within the community. Plans are underway for reaching children of low-income areas; providing free creative excursions, and affordable educational opportunities in visual arts.

- Provide opportunities for exposure to the arts for young audiences
- Provide Scholarships for students from low-income households
- Host creative excursions free and open to the public

DISABILITY INCLUSION ARTS PROGRAM - 2015

Kudzu Art Zone is passionate about accessibility to the arts for all audiences, including children and youth who have special needs such as Autism, Downs, and other brain-based disorders.

- Provide Art/Visual Arts therapy workshops for families
- Provide multisensory workshops that include tactile opportunities and art-making activities
- Provide aids for audiences with hearing-impairment
- Provide aids for audiences with visual-impairment
- Volunteers trained in effective interaction with audiences who have special needs

FACILITY EXPANSION INITIATIVE - 2016

To better serve the community, Kudzu Art Zone plans to expand its space with the acquisition of property. Facility expansion will offer enhanced accessibility to high quality visual arts exposure and education to our members and community.

- More Parking Space
- 10 New Artist Studios
- Ceramic/Clay Studio
- More Classroom Space to allow simultaneous workshops in session.
- Artist Residency apartment and private studio on campus

GREEN INITIATIVE - 2016

Kudzu Art Zone has a goal to replace all gallery lighting with energy efficient halogen lights and begin using 3-watt LED night lights in the galleries instead of normal daytime lighting to save energy by the year 2016. Efficient fluorescent lights will be installed in non-art areas, some with motion detectors. Kudzu Art Zone also plans to install energy efficient motors on mechanical system fans and pumps. These systems also have variable frequency drives that control the speed at which these fans and pumps operate so that energy demands are met, but the equipment doesn't run at top speed all the time.

- Solar Panels
- Micro turbines
- Recycle Art Programs

SPONSORSHIP OPPORTUNITIES

YOUR DONATIONS TO KUDZU ART ZONE, WHICH ARE FULLY TAX-DEDUCTIBLE, SUPPORT OUR ARTISTS, EXHIBITIONS, AND EDUCATIONAL COMMUNITY OUTREACH PROGRAMS.

Supporting artists, expanding visual arts through education, exhibitions, and programming, are at the core of our mission at Kudzu Art Zone. All of these programs plus special events are available for individual, corporate or small business sponsorships at levels; bronze, silver, gold, and platinum.

A Kudzu Art Zone sponsorship allows you to:

- Reach a diverse and savvy audience
- Increase your visibility and raise your profile within the local community
- Position your organization as an industry leader committed to creating a better quality of life for our community
- Create unique opportunities to entertain and reward your employees and clients
- Provide enriching cultural opportunities for your staff and/or clients

At Kudzu Art Zone, we will work with you or your corporation to tailor the benefits of sponsorship to meet your needs. Benefits include listing on our website, special recognition in all signage and press releases, on printed materials, opportunities to host special events for your staff or clients, invitations to Meet & Greet with Artists, and exclusive access to exhibitions and programs for staff and their families among many other opportunities.

DISTRIBUTION OF RECOGNITION

- Logo & link on Kudzu Art Zone website
- Banner in Kudzu Art Zone facility
- Verbal recognition during events
- Social media outlets
- Press releases / articles
- E-blast / Newsletter
- Inclusion on Kudzu Art Zone Print advertising

MEDIA REACH

AS A SPONSOR YOU WILL RECEIVE RECOGNITION THROUGH KUDZU ART ZONE SOCIAL MEDIA CHANNELS, WEBSITE, AND OTHER AVENUES OF COMMUNICATION - CONNECTING YOU WITH OUR AUDIENCES.





SPONSORSHIP OPPORTUNITIES

Exhibition & Event Sponsorship

Sponsors that choose to support special exhibitions benefit from community wide marketing and exposure.

Benefits include the following:

- Acknowledgement (logo and name) in exhibition and program materials, including Kudzu Art Zone's signage, invitations, press releases, advertising materials, website, and mailings—including *The Vine*, the Kudzu Art Zone's membership newsletter, distributed to over 5,000 households.
- Opportunity to link between the kudzuartzone.org website and your website.
- Social media recognition with link to your Facebook page and Website.

ENHANCE THE CULTURAL AND SOCIAL LIFE OF OUR COMMUNITY THROUGH THE ARTS.



SPONSORSHIP OPPORTUNITIES

Education & Community Outreach Sponsorship

Education sponsors support all the Kudzu Art Zone education programs or underwrite specific programs to provide access to arts education and resources for schoolchildren, youth, and adults/educators.

Benefits include the following:

- Acknowledgement (logo and name) on education materials, including signage, catalogs, fliers, and website.
- Opportunity to link between the kudzuartzone.org website and your website.
- Education programs at the Kudzu Art Zone will include **school tours, KAZ Camp, Art Educators Nights, Homeschool Art Program, cultural excursions**, and more.
- Social media recognition with link to your Facebook page and Website.

OUR SPONSORS MAKE POSSIBLE THE DIVERSITY OF EXHIBITIONS AND PROGRAMS THAT KUDZU ART ZONE BRINGS TO THE PUBLIC.



SPONSORSHIP OPPORTUNITIES

Operations & Facility Management Sponsorship

Operations sponsors benefit from marketing exposure, leaving their imprint within our gallery and art center.

Benefits may include the following:

- Acknowledgement (logo and name) in exhibition and program materials, including Kudzu Art Zone's signage, invitations, press releases, advertising materials, website, and mailings—including *The Vine*, the Kudzu Art Zone's membership newsletter, distributed to over 5,000 households.
- Opportunity to link between the kudzuartzone.org website and your website.
- Social media recognition with link to your Facebook page and Website.

SPONSORS RECEIVE LONG-TERM RECOGNITION AND EXPOSURE FOR THE DURATION OF THE YEAR AND THE EXCLUSIVE OPPORTUNITIES TO HOST PRIVATE RECEPTIONS IN THE INTIMATE GALLERY SPACE—HOW ABOUT AN EMPLOYEE HAPPY HOUR OR A CUSTOMER THANK-YOU EVENT?

SPONSORSHIP LEVELS

BRONZE

\$1,000 - \$2,499

- Acknowledgement (logo and name) in exhibition and program materials, including Kudzu Art Zone's signage, invitations, press releases, advertising materials, website, and mailings—including *The Vine*, the Kudzu Art Zone's membership newsletter membership, distributed to over 5,000 households.
- Opportunity to link between the kudzuartzone.org website and your website.
- Social media recognition with link to your Facebook page and Website.
- Permanent Plaque of Recognition within Kudzu Art Zone's facility.
- Sponsor Appreciation Cocktail Hour

SILVER

\$2,500 - \$4,999

- All of the above.
- Sponsor Appreciation Cocktail Hour
- All employees receive 5% off on Kudzu Art Zone Offerings.
- 1 Education Program Scholarship Award in donor name.

GOLD

\$5,000-\$9,999

- All of the above
- Sponsor Appreciation Cocktail Hour
- All employees receive 15% off all Kudzu Art Zone offerings.
- 3 Education Program Scholarship Awards in donor name.
- Ability to host up to 2 private events within Kudzu Art Zone's facility.

PLATINUM

\$10,000+

- All of the above
- Sponsor Appreciation Cocktail Hour
- Invitation to Exclusive Kudzu Art Zone events
- All employees receive 15% off all Kudzu Art Zone offerings.
- 5 Education Program Scholarship Awards in donor name.
- Ability to host up to 4 private events within Kudzu Art Zone's facility.

WHO WE ARE

Board of Directors



David M. Raderstorf



Jeannie Fortin



Debra Barnhart



David Cross



Shawn Bratton

MAKE A DIFFERENCE

... and have fun doing it.

Kudzu Art Zone, a 501(c)(3) nonprofit organization, depends on annual membership and sponsorship gifts to provide entertainment, enrichment, and artistic opportunities to the community each year in the visual arts. As a sponsor you not only enhance the cultural, social, and economic life of our community but also enjoy many benefits including exclusive access to our many cultural events and programs, as well as advertising and promotional opportunities. A recognition package can be customized to meet your needs.

Sponsor Kudzu Art Zone today and support the arts in the Gwinnet County and metro Atlanta while advancing the goals of your business.

For more information, contact Debra Barnhart, Director of Fundraising at d.barnhart@kudzuartzone.org



BY BEING A KUDZU ART ZONE SPONSOR, YOU SHOW YOUR SERIOUS INVESTMENT IN THE ARTS AND YOUR SUPPORT OF LOCAL ARTISTS WHO MAKE OUR COMMUNITY A MORE CULTURALLY RICH, LIVELY PLACE TO LIVE AND WORK.

SPONSORSHIP FORM

Completed forms can be returned to Kudzu Art Zone, Director of Fundraising at d.barnhart@kudzuartzone.org
Please contact us with any questions.

CONTACT INFORMATION:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP:

Education & Community Outreach

Exhibitions & Events

Operations/Facility Management

PAYMENT INFORMATION:

Please send me an invoice

I have enclosed a check made payable to Kudzu Art Zone, Inc.

Please charge my credit card

Card Type: Visa / MC / AmEx / Discover (Circle One)

Card Number

Expiration Date Security Code

\$ _____

Total Sponsorship

Signature

Date

Thank you for supporting Kudzu Art Zone!

Once we have received your completed sponsorship form, Kudzu Art Zone personnel will contact you to discuss your sponsorship benefits package. Please send your high resolution color and black-and white logos (PSD or JPEG Preferred) to a.lindsay@kudzuartzone.org