



Concept: Money can do a lot. Art can do a lot more. That's why, in this 10th anniversary of ART180, we're asking for both.

Project: Change for a ten. In the simplest terms, we want people's participation not only by opening their wallets, but by opening their minds as well. So we're asking people to make money — to take a template we've supplied (the size of a dollar bill) and to draw, paint, write or use whatever medium they desire to show the kind of change they'd like to see in the community. Then, they'll submit their creation along with a real \$10 donation to ART 180. On 10-10-2008, we'll exhibit all the art pieces in a show at VCU's new Brandcenter in downtown Richmond. Our ultimate goal is for a 1,000 people to give their artistic and monetary gifts to ART 180. It's these same gifts that will make it possible for at-risk youth to discover their own voice and creative expression.

Objectives:

- **Raise awareness and funds** about and for ART 180.
- **Cultivate philanthropists** by engaging new/old community members in supporting ART 180. Educate that philanthropy isn't limited to those with significant means, but that donors at every level can make a difference.
- **Nurture creativity** just like we do in our programs. Each one of us has at least an ounce of creativity itching to get out.
- **Promote interactivity** by engaging individuals with art making, encouraging them to think differently/creatively and to use their art as action by participating.
- **Encourage community** and bring diverse audiences together with a joint exhibition of all the "money."
- **Celebrate** art, youth, community, change.

We need your help: How? To match people's creativity and contributions with corporate dollars. We want you to be a part of making this change, too. Flip this over to see how your dollars can help and how they can even pay you back.

ART 180 | Zero East 4th Street
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www.art180.org | 804.233.4180



Young people turning
lives and communities
around through art

change for a ten

Help us match creativity with dollars so that the city's young people in challenging circumstances can experience change through art.

Sponsor ART 180's 10th Anniversary!

\$10,000 and up

- designation as lead sponsor
- special 10 dollar/art making party designed and presented in your name
- logo recognition and link on ART 180's Change for a 10 website
- logo recognition on signage at exhibition/celebration event on 10-10-08
- four-week logo banner ad on Change for a 10 Website
- recognition in email blasts to over 1,500 recipients
- acknowledgement in press materials and event advertising
- recognition in annual report
- logo on postcard invitation to event 10-10-08 to be mailed to 3,500+
- 20 tickets to ART 180's 10th anniversary celebration (10-10-08) and special preview cocktail at VCU's Brandcenter

\$5,000

- logo recognition and link on ART 180's Change for a 10 Website
- logo recognition on signage at exhibition/celebration event on 10-10-08
- two-week logo banner ad on Change for a 10 Website
- recognition in email blasts to over 1,500 recipients
- acknowledgement in press materials and event advertising
- recognition in annual report
- recognition on postcard invitation to event 10-10-08 to be mailed to 3,500+
- 10 tickets to ART 180's 10th anniversary celebration (10-10-08) and special preview cocktail at VCU's Brandcenter

\$2,500

- name recognition and link on ART 180's Change for a 10 Website
- name recognition on signage at exhibition/celebration event on 10-10-08
- recognition in email blasts to over 1,500 recipients
- acknowledgement in press materials and event advertising
- recognition in annual report
- recognition on postcard invitation to event 10-10-08 to be mailed to 3,500+
- 8 tickets to ART 180's 10th anniversary celebration (10-10-08) and special preview cocktail at VCU's Brandcenter

\$1,000

- name recognition and link on ART 180's Change for a 10 Website
- name recognition on signage at exhibition/celebration event on 10-10-08
- recognition in annual report
- recognition on postcard invitation to event 10-10-08 to be mailed to 3,500+
- 6 tickets to ART 180's 10th anniversary celebration (10-10-08) and special preview cocktail at VCU's Brandcenter



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