

2023 Sponsorship Opportunities

It is no secret NOTO Arts & Entertainment District is the place to be for fun, colorful, unique, and engaging, visitor experiences. NOTO has something for everyone: local one-of-a-kind shops, “Best of” eateries and places to grab a drink, unique parks filled with art, colorful murals and sculptures around every corner.

People come to NOTO because it is NOTO - plain and simple. Not only is NOTO a favorite for the locals, but it is a popular destination for visitors from all over. The appeal is even greater when we have special events and activities, and the line-up for 2023 is impressive. We know these events add to the vibrancy of NOTO.

We invite you to partner with us by sponsoring NOTO events. Sponsorship offers significant advertising value for your organization. We actively promote sponsors through a variety of means: television, radio, web, social media, flyers posted in businesses throughout the community, and media interviews. Local promotion in NOTO includes ads on the television screens located in the NOTO Arts Center and the Redbud Park Pavilion, large sandwich board posters, flyers in NOTO businesses, and business banners for placement on the NOTO Arts Center fence. Seasonal sponsorship advertising will actively start 4 weeks prior to season events and will continue throughout for a total promotion period of two months or more.

Sponsorships also provide the funds essential for us to offer many free community events. Your sponsorship is not only an investment in your business and NOTO, it is an investment in our community.

NOTO MISSION:

THE NOTO ARTS AND ENTERTAINMENT DISTRICT CULTIVATES ART AND EXPERIENCES THAT INSPIRE OPPORTUNITY, ENHANCE ECONOMIC VITALITY, AND IMPROVE THE OVERALL QUALITY OF LIFE THROUGHOUT TOPEKA AND THE SURROUNDING AREA.



First Friday Music in Redbud Park

Dates: April 7, May 5, June 2, July 7, August 4, September 1, October 6

First Fridays in NOTO are like no other! The district fills the senses with the vibrancy of art and shop windows, delicious scents from restaurants, sounds of laughter, and melodies of music. **First Friday Music in Redbud Park** features local bands that perform from 6:00 – 8:30p.m. during the NOTO Art Walk in the months of March through October. First Fridays in NOTO are exciting, and sponsors are treated as VIP's in the beautiful Redbud Park!

Sponsorship \$1,200

Sponsorships Available: 7 (one per concert)

- Organization logo or name prominently placed on event signage, print materials, social media, web page.
- Private party at the Pavilion with appetizers and drinks provided for up to twenty guests (additional \$5 per person over 20).
- Event ads with organization logo to run on the screens at the Redbud Park Pavilion and the NOTO Arts Center.
- NOTO introduction announcement and opportunity for comments at the event.
- Exhibit space at Redbud Park during the event.

**Businesses that do not want the opportunity for the private party and other activities the night of the event, but still want the advertising benefit, may sponsor for \$1,000.*



REDBUD Festival

April 1 – April 29

*Experience
NOTO in Bloom*

NOTO has adopted the Redbud as our tree. Hardy and beautiful, it is an apt metaphor for NOTO! The **Redbud Festival** celebrates the arrival of spring with the beauty of nature, the arts, and commerce in NOTO. Throughout the month of April, the **Redbud Festival** features an array of special events and presentations. **NOTO in Bloom** is a unique “gala” event where we close the street between the NOTO Arts Center and the Redbud Park to have a celebration featuring the very best of NOTO – the art, the food, the experience – and its impact on the community. Revenue from **NOTO in Bloom** will be dedicated to the *NOTO Endowment Fund* to ensure the organization’s long-term sustainability.

Presenting Sponsor

\$5,000

Sponsorships Available: 1

- Premier placement of organization logo or name on event signage and print materials.
- Reference as Presenting Sponsor on the web and social media.
- Event ad with reference as Presenting Sponsor on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Presenting Sponsor for placement at business.
- Large specialty banner to hang on building by the "Greetings from Topeka" mural in Redbud Park.
- Logo on television events ads.
- Invitation to media interviews.
- Stage recognition at season events.
- Full-page ad on back cover of NOTO in Bloom program book.
- Stage presentation at NOTO in Bloom event.
- 16 tickets to the NOTO in Bloom event

Spring Celebrations Sponsor \$2,500

Sponsorships Available: 3

- Prominent placement of organization logo or name on event signage and print materials.
- Reference as Spring Celebrations Sponsor on the web.
- Shared event ad with other Spring Celebrations Sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Spring Celebrations Sponsor for placement at business.
- Stage recognition at Festival events.
- Full-page ad in NOTO in Bloom program book.
- 10 tickets to the NOTO in Bloom event.
- Naming of significant NOTO in Bloom event venues.

Redbud Tree Sponsor \$1,200

Sponsorships Available: Unlimited

- Significant placement of organization logo or name on event signage and print materials.
- Reference as Redbud Tree Sponsor on the web.
- Shared event ad with other Redbud Tree Sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Redbud Tree Sponsor for placement at business.
- Half-page ad in NOTO in Bloom program book.
- 8 tickets to the NOTO in Bloom event.

Redbud Branch Sponsor \$600

Sponsorships Available: Unlimited

- Placement of organization logo or name on event signage and print materials.
- Reference as Redbud Branch Sponsor on the web.
- Shared event ad with other Redbud Branch Sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Quarter-page ad in NOTO in Bloom program book.
- 4 tickets to the NOTO in Bloom event.

Redbud Blossoms Sponsor \$300

Sponsorships Available: Unlimited

- Listing of organization logo or name on event signage and print materials.
- Reference as Redbud Blossom sponsor on the web.
- Shared event ad with other Redbud Blossom sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Listing in NOTO in Bloom program book.
- 2 tickets to the NOTO in Bloom event.

NOTO SUMMER CONCERT SERIES



Dates: May 19, June 16, July 21, August 18, September 15

The **NOTO Summer Concert** Series is a celebration of music that strives to offer culturally rich experiences for the community through a diversity of genres and performers. In addition to regionally acclaimed bands, concerts feature a local emerging artist as the opening act. With the intentional focus on diverse music, the vibe of NOTO, and the intimacy of Redbud Park, these concerts are like none other in the community. Concerts are planned for five consecutive third Fridays, May through September.

Presenting Sponsor \$15,000

Sponsorships Available: 1

- Premier placement of organization logo or name on event signage and print materials.
- Reference as Presenting Sponsor on the web and social media.
- Event ad with reference as Presenting Sponsor on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Presenting Sponsor for placement at business.
- Large specialty banner to hang on building by the "Greetings from Topeka" mural in Redbud Park.
- Logo on television events ads.
- Invitation to media interviews.
- Stage recognition/presentation at all concerts.
- Sponsor pass for 12 people per concert for refreshments "backstage" in the Pavilion.
- Exhibit table at Redbud Park for all concerts.

Garden Sponsor \$5,000

Sponsorships Available: 1

- Prominent placement of organization logo or name on event signage and print materials.
- Reference as Garden Sponsor on the web.
- Event ad with reference as Garden Sponsor on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Garden Sponsor for placement at business.
- Specialty poster at Garden location.
- Stage recognition at all concerts.
- Sponsor pass for 8 people per concert for refreshments "backstage" in the Pavilion.
- Exhibit table at Redbud Park for all concerts.

Production Sponsor \$3,500

Sponsorships Available: 5

- Significant placement of organization logo or name on event signage and print materials.
- Reference as Production Sponsor on the web.
- Shared event ad with other Production Sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Presenting Sponsor for placement at business.
- Sponsor pass for 8 people per concert for refreshments “backstage” in the Pavilion.


Concert Patron \$2,000

Sponsorships Available: Unlimited

- Placement of organization logo or name on event signage and print materials.
- Reference as Patron Sponsor on the web.
- Shared event ad with other Concert Patron Sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Sponsor pass for 6 people per concert for refreshments “backstage” in the Pavilion.

Concert Supporter \$500

Sponsorships Available: Unlimited

- Listing of organizational logo or name on event signage and print materials.
 - Reference as Concert Supporter on the web.
 - Shared event ad with other Concert Supporters on screens at the Redbud Park Pavilion and NOTO Arts Center.
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ARTS TEMBER

September 2 – 30

NOTO is always a celebration of art, but with the arrival of fall we take it to a whole new level. **Arts-tember** is a season to embrace the beauty of nature with a vibrancy of fall colors, and it is a time to embrace the arts with an array of activities that celebrates live art, including **NOTO Art Cakes**, a unique pancake feed featuring celebrity pancake competitions, and **NOTO Live**, a weekend celebration of live art featuring acrobatics, music, dance, juggling, painting, and more.



Presenting Sponsor – “Big Top”

\$5,000

Sponsorships Available: 1

- Premier placement of organization logo or name on event signage and print materials.
- Reference as Presenting Sponsor on the web and social media.
- Event ad with reference as Presenting Sponsor on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Presenting Sponsor for placement at business.
- Large specialty banner to hang on building by the "Greetings from Topeka" mural in Redbud Park.
- Logo on television events ads.
- Invitation to media interviews.
- Stage recognition at season events.
- 20 VIP tickets to NOTO Live.
- 8 tickets to NOTO Art Cakes Breakfast fundraiser and opportunity to be Celebrity Art Cakes competitor.
- Exhibit table at all events.

Carnival \$3,000

Sponsorships Available: 3

- Prominent placement of organization logo or name on event signage and print materials.
- Reference as Carnival Sponsor on the web.
- Shared event ad with other Carnival Sponsor on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Carnival Sponsor for placement at business.
- Stage recognition at season events.
- Naming opportunities for NOTO Live stage areas.
- 10 VIP tickets to NOTO Live.
- 6 tickets to NOTO Art Cakes Breakfast fundraiser and opportunity to be Celebrity Art Cakes competitor.

Ring Master \$1,500

Sponsorships Available: 5

- Significant placement of organization logo or name on event signage and print materials.
- Reference as Ring Master Sponsor on the web.
- Shared event ad with other Ring Master Sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Ring Master Sponsor for placement at business.
- 8 VIP tickets to NOTO Live.
- 4 tickets to NOTO Art Cakes Breakfast fundraiser and opportunity to be Celebrity Art Cakes competitor.
- Shared naming with other Ring Master Sponsors at the NOTO Art Cakes Breakfast fundraiser.

Vaudeville \$750

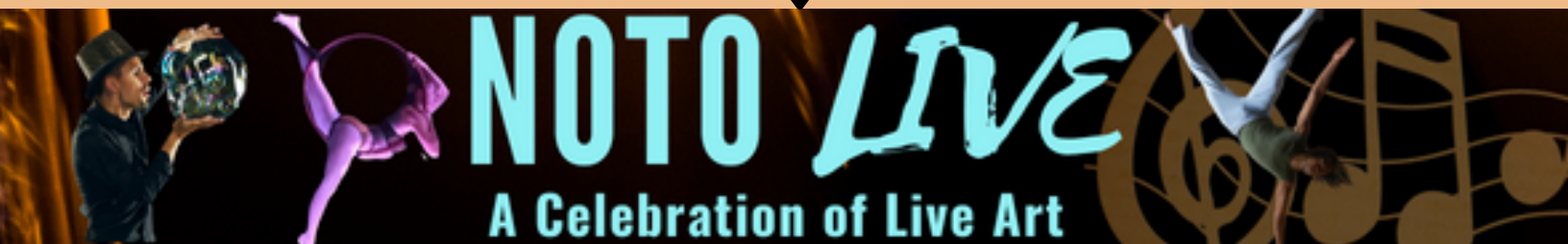
Sponsorships Available: Unlimited

- Placement of organization logo or name on event signage and print materials.
- Reference as Vaudeville Sponsor on the web.
- Shared event ad with other Vaudeville Sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.
- 6 VIP tickets to NOTO Live.
- 2 tickets to NOTO Art Cakes Breakfast fundraiser and opportunity to be Celebrity Art Cakes competitor.

Busker \$250

Sponsorships Available: Unlimited

- Listing of organizational logo or name on event signage and printed materials.
- Reference as Busker Sponsor on the web.
- Shared event ad with other Busker sponsors featuring organization logo and/or name on screens at the Redbud Park Pavilion and NOTO Arts Center.
- 2 VIP tickets to NOTO Live.



Winter Celebrations

November 18 – December 16

NOTO Winter Celebrations – and all the special holidays and events associated with this time of year: Winter Solstice, Hanukkah, St Lucia Day, Christmas, Kwanzaa, New Year ... even Festivus! NOTO officially welcomes the season on Saturday, November 18 with the **NOTO Celebration of Lights**. Join us for free horse-drawn wagon rides through the NOTO district, lighting ceremony of the NOTO Celebration Tree, music, and shopping. Shop local by visiting NOTO businesses and the **NOTO Holiday Market**, with special visits from Santa. Sponsors at all levels will benefit from significant advertising leading up to and throughout the duration of the celebrations.

Presenting Sponsor

\$3,000

Sponsorships Available: 1

- Premier placement of organization logo or name on event signage and print materials.
- Reference as Presenting Sponsor on the web and social media.
- Event ad with reference as Presenting Sponsor on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Presenting Sponsor for placement at business.
- Logo on television events ads.
- Invitation to media interviews.
- Stage recognition at events.
- Guest on wagon with Santa and other sponsors for Celebration of Lights ceremony.
- Recognition at Celebration of Lights ceremony, invitation to make comments, and the honor of lighting the NOTO Celebration Tree.
- Santa at business location on opening day.

Entertainment Sponsor

\$1,000

Sponsorships Available: 3

- Prominent placement of organization logo or name on event signage and print materials.
- Reference as Entertainment Sponsor on the web and social media.
- Shared event ad with other Entertainment Sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.
- Specialty poster or yard sign with reference as Entertainment Sponsor for placement at business.
- Shared poster with other Entertainment Sponsors at wagon rides and other entertainment.
- Guest on wagon with Santa and other sponsors for Celebration of Lights ceremony.
- Recognition at Celebration of Lights ceremony.

Winter Celebrations Supporter \$500

Sponsorships Available: Unlimited

- Placement of organization logo or name on event signage and print materials.
- Reference as Winter Celebrations Sponsor on the web.
- Shared event ad with other Winter Celebrations Sponsors on screens at the Redbud Park Pavilion and NOTO Arts Center.

Santa in NOTO \$350

Sponsorships Available: 4 (1 per event date - limited to NOTO businesses)

- Listing of organization logo or name on event signage and print materials.
- Reference as Santa in NOTO Sponsor on the web.
- Dedicated Santa at business location for 1.5 hours.
- Specialty poster or yard sign listing all Santa in NOTO sponsors for placement at business.

NOTO

Celebration of Lights



Morris Art Gallery Exhibit Sponsor

The award winning Morris Art Gallery is home to fantastic art exhibits throughout the year. Some are group exhibits, while others feature solo artists; some are one month, while others are two; some are invitational, while others are juried. All invite wonder!



2023 Exhibits include:

- February: "Chocolate It Is" - group exhibit
- March/April: "Seasons" - fiber arts juried exhibit
- May: "A Fine Art 6.0" - photography group exhibit
- June/July: Mapping "Change" - group exhibit
- August/September: "Land Acknowledgement" by Lisa LaRue Baker
- October: "The Art of Ptr Sponseller"
- November/December: Holiday - group exhibit

Exhibit Sponsor

\$300 (one month exhibit)

\$450 (two month exhibit)

Sponsorships Available: 7 (one per exhibit)

- Organization logo or name prominently placed on event signage, advertisements, printed materials, online, and other media promotions.
- Brief presentation at Friends of NOTO Sneak Peek.
- Event ads with organization logo to run on the screens at the Redbud Park Pavilion and NOTO Arts Center.



NOTO thrives on community. Individuals, families, and business have all been integral to NOTO's success. We invite you to continue your investment in NOTO, as well as the community and your business, by sponsoring NOTO events. Not only will your sponsorship subsidize the unique happenings, but the associated promotions offer significant advertising opportunity for your organization. Further, your sponsorship will help us meet our vision of making NOTO “..the region's premier arts and entertainment destination.”

Contact us to become a sponsor:

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785-408-8996**