

HOLIDAY BAZAAR 2023



arrow
SPONSORSHIP INTEREST?

Sponsor one of the longest running traditions and gain access to Memphis' most highly sought after audiences - holiday shoppers and local art enthusiasts!

HOLIDAY BAZAAR

About

Arrow Creative invites you to celebrate our 4th anniversary of the Holiday Bazaar.

For 69 years, Memphis College of Art (MCA) presented its annual Holiday Bazaar where hundreds of people were drawn to Rust Hall to shop unique gifts, crafts and art made by MCA students, faculty, staff and alumni.

After its closing in 2019, and the last year of hosting the Bazaar on the historical campus, Arrow Creative, a long-time partner of MCA, was honored to continue the long tradition of this beloved and highly-anticipated annual holiday event to support local artists.



With the direction and organization of Arrow Creative, the annual Bazaar will continue the advancement of local artists, makers and creatives through the support of Arrow's vision and mission to bridge entrepreneurs and consumers through the love of art. The Bazaar will continue to feature one-of-a-kind finds, including art, jewelry, home goods, accessories, apparel and so much more.



ARROW

About

Arrow Creative, a non-profit organization, serves to make art more accessible to inspire the creative spirit within everyone. We are an organization unique to our community, given that we bridge two audiences – creative entrepreneurs and consumers.

Arrow's trajectory began in 2012, with the launch of Memphis Fashion Week to provide an outlet to showcase Memphis' fashion design industry. Because of the need for greater support of the design industry, Memphis Fashion Design Network (MFDN) was established in 2016 to educate, cultivate, and promote the local fashion entrepreneur. From this, Arrow co-founders, Abby Phillips and Dorothy Collier, spun a more comprehensive arts organization encompassing multiple creative mediums.

Arrow Creative formally took shape in 2017, through an initial interest in continuing the legacy of Memphis College of Art (MCA) community education programming. Arrow has purchased key equipment from various MCA departments, including sculpture, ceramics, photography, illustration, painting, fashion design, sound lab, letterpress, and print-making, which provides us with the tools to offer similar programming. Arrow will continue to build upon the community education model from MCA, and will grow both offerings and clientele. Growth will continue to have a regional draw through our programming, which includes hobbyist classes, to weeklong master courses, to certificate programs that build workforce development for creative industries.



Arrow will begin Phase II of Construction in early Fall 2023, fulfilling its vision to build out additional community and coworking spaces for artists and creatives, including craft work labs, youth residencies, affordable studios and galleries, as well as professional development and educational programming with scholarships.

Arrow Creative is a non-profit organization that makes art accessible to inspire the creative spirit in all Memphians. Arrow is a premier source of creative entrepreneur enrichment, arts education, and art immersion for the entire community.



AUDIENCE DEMOGRAPHICS

90% Female
10% Male

\$75k Avg.
Household
Income

42 Avg. Age

4,000+

Email Addresses

400%

Boost in Holiday
Retail Sales

26,000

Facebook Reach

100+

Local Artist Participation

19,450

Instagram Followers
Over 3 Accounts

\$43,450

Sales that go directly
to Artists

SPONSOR LEVELS

Arrow's Holiday Bazaar runs November 16th - December 22nd, with the Preview Party taking place on November 16th.

\$2,500 **PRESENTING**

- Name/logo listed on event website and invitation
- Name/logo displayed on site for the month-long event
- 10 tickets to First Dibs preview party
- 1 private shopping event for your business
- Inclusion in Arrow emails blasts
- Opportunity to include items in Arrow shopping bag
- 2 full page color ads in The Edit: Holiday Edition (\$1500 value)
- 3 cross-promotion opportunities with Arrow digital media to link to business' website or social media
- Opportunity to include items in Arrow shopping bags

\$1,500 **GALLERY**

- Name/logo listed on event website
- 8 tickets to First Dibs preview party
- 1 private shopping night for your business
- Opportunity to include items in Arrow shopping bag
- 1 full page color ad in The Edit: Holiday Edition (\$750 value)
- 2 cross-promotion opportunities with Arrow digital media to link to business' website or social media

\$800 **PREVIEW PARTY**

- Name/logo listed on event website
- 4 tickets to First Dibs preview party
- Half-page color ad in The Edit
- 1 cross-promotion (\$500 value) opportunity with Arrow digital media to link to business' website or social media

\$250 **HOST**

- Great option for individuals wanting to support local art.
- Name listed on party invitations
- 4 tickets to First Dibs preview party



PRINT ADVERTISING
"The Edit" Publication

\$500 Half Page
6.25 x 4.75

\$750 Full Page
7x10

The Edit publication will be printed and mailed to over 400 households as well as delivered to sponsors' businesses and on site at Arrow Creative





Thank You

FOR YOUR SUPPORT!



arrow

CREATE ► SHOP ► LEARN

SPONSORSHIP INTEREST?

Sophia Murphy |
smurphy@arrowcreative.org
901-213-6320 | arrowcreative.org

BECAUSE OF YOU...

Arrow Creative can continue to serve as a hub for the Memphis creative community, supporting the business of local artists, creatives and makers.