

HOLIDAY

BAZAAR

20

22



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SPONSORSHIP INTEREST:

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BECOME A SPONSOR

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

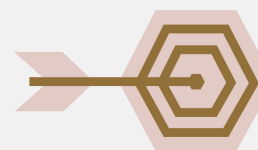
HOLIDAY BAZAAR

About

Arrow Creative invites you to celebrate our 3rd 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 2020, and 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

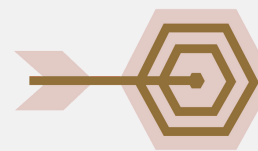
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About

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 2022, 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, community coffee shop, as well as professional development and educational programming with scholarships.

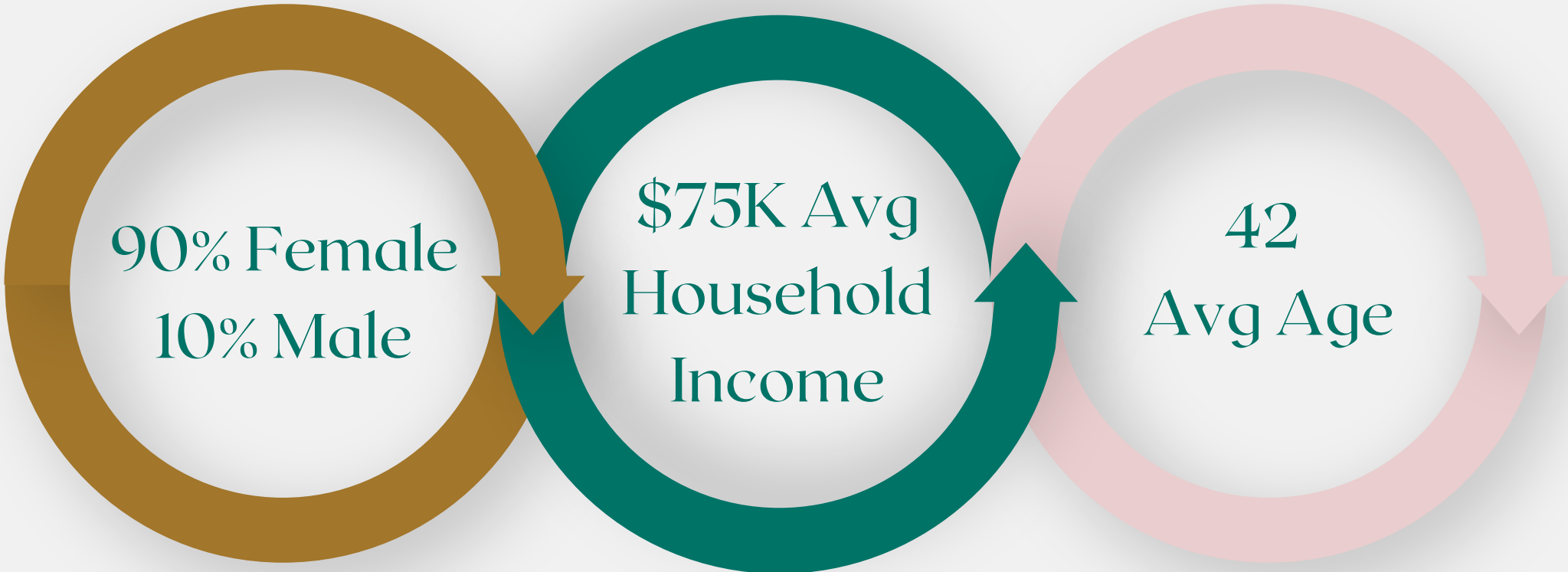
Arrow Creative is a non-profit organization that makes art accessible to inspire the creative spirit in all Memphians. Arrow is a premier source of creative entrepreneur enrichment, arts education, and art immersion for the entire community.

To learn more about Arrow Creative, visit <https://www.arrowcreative.org/>, @memphisarrowcreative.



Audience Demographics

Arrow is continuing the tradition of the holiday bazaar from Memphis college of art with private shopping parties, gallery shows, and public shopping days. Some of our audience demographics and promotional leverage include the following below.



4,000+
Email Addresses

100+
Local Artist Participants

400%
Boost in Holiday Retail Sales

19,450
Instagram Followers over 3 Accounts

26,000
Facebook Reach

\$20,000
Sales that go directly to artists

Sponsor Levels

Arrow's Holiday Bazaar runs November 17 - December 23, with the preview party taking place on November 17.

\$2,500 **PRESENTING**

- Name/logo listed on event website
- Name/logo listed on event invite
- Name/logo displayed on site for month-long event
- 10 Tickets to preview party (\$500 val.)
- 1 Private shopping night for your business
- Inclusion in arrow email blasts
- Logo on Arrow shopping bags
- 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 website
- 8 Tickets to preview party (\$400 val.)
- 1 private shopping night for your business
- Logo on shopping bags with opportunity to include items
- 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 preview party (\$200 value)
- Half-page color ad in The Edit: Holiday Edition (\$500 value)
- 1 cross-promotion opportunity with Arrow digital media to link to business' website or social media

\$250 **HOST**

- Great option for individuals wanting to support
- Name listed on party invitations
- 4 Tickets to preview party (\$200 value)

PRINT ADVERTISING
"The Edit" Publication

\$500 Half Page

\$750 Full Page

WREATH CONTEST \$250

- Support select artists to create beautiful, artistic wreath displays highlighting individual creativity
- Collection will be auctioned and sold exclusively at First Dibs Party as fundraiser for Arrow
- judging panel will award Best in Show and Audience Favorite with prizes from Art Central and Arrow Creative

The Edit publication will be printed and mailed to over 400 households as well as delivered to sponsors' businesses.



Thank you FOR YOUR SUPPORT!



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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.