



Springfield Central Cultural District
254 Worthington Street
Springfield, MA 01103

The arts, cultural, and creative sector in Springfield help make the city a great place to live, work, play and visit. The Springfield Central Cultural District was founded in 2014 by a small group of individuals that recognized this powerful network of cultural organizations we have in our Metro Center. The Massachusetts Cultural Council bestowed upon the area the Cultural District designation in that year, and we have made great strides to start the conversation around arts and culture in Springfield.

The Cultural District is undertaking a project this summer in order to both provide financial opportunities to local artists and also beautify the streets throughout the district, specifically, through public painted pianos. This project dovetails very nicely with the tagline of the SCCD – *Experience the Unexpected*. We hope to create pockets of musical interludes throughout the district celebrating the arts and brightening the streets.

There are three painted pianos being placed in the district – one each at Market Place, 1350 Main Street, and 1550 Main Street that we are seeking support to decorate and program with musicians. Your contribution to the program would allow you to improve sidewalk appeal and walkability, provide income to an artist, and bolster your reputation as you'd be included in all media about the project going forward. We have some support from our members and Springfield Cultural Council, but are hopeful you'll join in this effort.

Pianos will be painted and in place by the second week of June, and we hope to begin lunch-time music in July once summer heats up. The pianos will remain in place until late September, giving a large window of exposure and programming. The District is overseeing all liability, city permissions, and program oversight, so we're asking nothing of you but support!

This small ask goes a huge way in making the program happen, and I'm attaching details of the musical sponsorship. Please let me know if you have any questions or want to talk through anything in person or on the phone.

With thanks,

A handwritten signature in black ink, appearing to read "M. Drewniansky". The signature is fluid and cursive, written in a professional but personal style.

Morgan Drewniansky
Executive Director, Springfield Central Cultural District



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Sponsor a Painted Piano in the Springfield Cultural District!

Piano Sponsor - \$400 (two per piano, six total sponsorships)

Sponsor a piano to be decorated with mixed media work. Artists have been selected due to their exceptional specific skills to create a living piece of art, but we are seeking sponsors to claim naming rights to the pianos. Two sponsorships per piano are being offered, first come, first served.

This sponsorship level includes...

- A plaque or artist hand-lettering on the piano (dependent upon timing) acknowledging your business sponsorship on the piano in a visible area.
- Inclusion in all social media with logo and web/social link. *Estimated 5,000 impressions on social media for the season.*
- Listing in all traditional press and marketing surrounding the event, including a ribbon cutting and multiple press releases.
- Highlighted feature on SpringfieldCulture.Org for the full season, including logo and link.
- Choice of location – Tower Square, 1350 Main Street, or Market Place.

Musician Sponsor - \$100 / performance

Sponsor a musician to liven the streets of the Cultural District during the lunch hour over the summer. The creative economy, including freelance musicians, are the keystone of the Massachusetts economy, and your investment maximizes the impact of our work, as well as increases walkability and pedestrian activity.

Musicians have not yet been hired for the summer, so if you have a performer in mind, we are open to suggestions. If you so wish, you can sponsor multiple performances across the season!

This sponsorship level includes...

- A “table tent” displayed on the piano during the hour-long performance you sponsor, exposing your business to the busy pedestrian atmosphere of Downtown.
- A highlight on social media for the day-of performance, including logo and web/social link. *Estimated 800 impressions on social media for one day.*
- Listing on event-specific marketing and press releases. Listing on SpringfieldCulture.org with logo and link within the programming schedule.
- Choice of location – Tower Square, 1350 Main Street, or Market Place.