JOIN US AS WE PULL BACK THE CURTAIN ON THE CREATIVE PROCESS!

POST™ is an artist studio tour like no other in the region, with activities that span over twenty unique neighborhoods. Be a key sponsor of this annual event: When you sponsor Philadelphia artists and all those who love and are impacted by local art, you are aligning (your company) with the cultural energy and the creative pulse of our city. POST™ is an inspiring, fun behind-the-scenes experience that encourages everyone to participate, offers a mission of supporting artistic practice here.

POST™ offers extensive programming on four separate weekdays in October and is free to the public. Based on an easy self-guided tour across every quadrant in Philly, visitors can make their way through hundreds of creative spaces, stopping at many other businesses along the way. Your sponsorship and visibility during this event strengthen your company’s commitment to the Philadelphia cultural community during a critical time for our economic recovery. Your financial support also allows the Center for Emerging Visual Artists (CFEVA) to continue our mission of providing key resources for artists to advance their careers, at any stage.

VISIT CFEVA.ORG/PHILAOPENSTUDIOS FOR MORE INFORMATION.
QUESTIONS? CONTACT POST@CFEVA.ORG | 215-546-7775 EXT. 13
2022 IMPACT

Philadelphia Open Studio Tours (POST), a behind-the-scenes look at Philadelphia’s visual artists. The largest open studio tours in the region, POST spotlights the vitality of and the contributions artists make to our city’s economic and civic life.

251 ARTISTS & COMMUNITY PARTNERS

57% RETURNING POST PARTICIPANTS

2 MILLION+ PRINT & MEDIA IMPRESSIONS

POST 2022 FEATURED:

186 ARTISTS, 65 PARTNERS

7 CFEVA EXHIBITIONS

3 ARTIST TALKS

2 PHILLY HISTORY TOUR POP-UPS

2 KICK-OFF EVENTS

1 SECRET FUNDRAISER EVENT

VISIT CFEVA.ORG/PHILAOPENSTUDIOSTOURS FOR MORE INFORMATION.

QUESTIONS? CONTACT POST@CFEVA.ORG | 215-546-7775 EXT. 13
GET IN ON THE CFEVA SECRET.

In every inch of Philadelphia, locals and visitors alike are greeted with beautiful works in a range of mediums, including but not limited to: architecture, sculpture, street art, paintings, crafts and so much more. Without artists, Philadelphia would not be the city we know and love. As an organization founded almost 40 years ago, CFEVA is proud to represent and support individuals who are the changemakers in the Philadelphia arts community. As we continue to adjust to in-person activities, we are looking forward to be able to safely gather for our Annual Benefit, CFEVA SECRET.

Inspired by dozens of worldwide events, most famously the RCA Secret Show at London’s Royal College of Art, CFEVA SECRET is a POSTcard event to highlight our dynamic artist circle through 4x6 inch works of art, as well as serve as a precursor event for Philadelphia Open Studio Tours (POST for short, get it?!). Through this event, we hope to shed light on our incredible artists and raise funds to continue artistically-driven programming. To make this event a great success, we need your help.

CFEVA SECRET is an auction-like event where participants, depending on the order of when they purchased their ticket, have the ability to select their favorite work of art. We are hoping to display at least 200 POSTcards. Then, only until they select their POSTcard will they know who the artist is that created the piece. Tickets will be sold at $75. Your name will be marked on the back of each POSTcard so that the selector will know their POSTcard’s by what’s on the front.
# Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>Sponsor Level &amp; Benefits</th>
<th>25th Anniversary Sponsorship</th>
<th>POST Presenting Sponsorship</th>
<th>Program Supporter Sponsorship</th>
<th>Neighborhood Sponsorship</th>
<th>Educational Partner Sponsorship</th>
<th>Community Advocate Sponsorship</th>
<th>Map Sponsorship</th>
<th>POST Partner Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recognition as POST Event Sponsor</strong></td>
<td>250,000</td>
<td>250,000</td>
<td>100,000</td>
<td>7,500</td>
<td>5,000</td>
<td>2,500</td>
<td>1,500</td>
<td>750</td>
</tr>
<tr>
<td>Designated CFEVA Secret Sponsorship</td>
<td>250,000</td>
<td>250,000</td>
<td>100,000</td>
<td>7,500</td>
<td>5,000</td>
<td>2,500</td>
<td>1,500</td>
<td>750</td>
</tr>
<tr>
<td>Distribute or Present Literature at all POST-related events hosted by CFEVA</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Distribute or Present Literature at all POST-related events hosted by CFEVA</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CFEVA Secret Tickets</td>
<td>2 VIP tickets each year</td>
<td>2 VIP tickets</td>
<td>2 VIP tickets</td>
<td>2 General Admission tickets</td>
<td>2 General Admission tickets</td>
<td>2 General Admission tickets</td>
<td>2 General Admission tickets</td>
<td>2 General Admission tickets</td>
</tr>
<tr>
<td>Philadelphia Open Studio Tours (POST) 2023 Recognition</td>
<td>Designation as POST Title Sponsor</td>
<td>Designation as POST Sponsor Logo</td>
<td>Designation as POST Sponsor Logo</td>
<td>Designation as Sponsor of All Listings in Specific Neighborhood Logo on Each Neighborhood Listings Page</td>
<td>Designation as a “Community Partner” in the Tour Directory Logo</td>
<td>Designation as a “Community Partner” in the Tour Directory</td>
<td>Designation as a “Community Partner” in the Tour Directory</td>
<td>Designation as a “Community Partner” in the Tour Directory</td>
</tr>
<tr>
<td>Advertising Placement</td>
<td>Centerfold ad in 2024 and 2025 Tour Directory &amp; 5 Web Advertisements</td>
<td>Centerfold ad in Tour Directory &amp; 5 Web Advertisements</td>
<td>Inside Front Cover Full Page Ad &amp; 2 Web Ad Placements</td>
<td>Full Page Ad &amp; 2 Web Ad Placements</td>
<td>Full Page Ad Web Ad</td>
<td>Half-page ad in neighborhood of choice</td>
<td>Quarter page ad</td>
<td>Quarter page ad</td>
</tr>
<tr>
<td>POST Tear Dockets to Distribute to Clients and Employees</td>
<td>100</td>
<td>50</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>25% Discount on all additional advertising (print &amp; web)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition as a CFEVA Champion on our website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Name added to CFEVA Donor Well in Gallery</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
$50,000 - POST 25TH-ANNIVERSARY SPONSOR

LOCK IN YOUR COMPANY’S PARTICIPATION IN THE 25TH-ANNIVERSARY CELEBRATION OF POST IN 2024.

- Logo recognition on all printed and digital material, including:
  - Directory (distribution 10,000)
  - Posters (distribution 2,000)
  - Emails, with web link (7,800+ subscribers)
  - Advertisements
  - POST website (cfeva.org/philopenstudios), with web link (100,000+ impressions)
  - Text recognition in all POST-related press releases and media advisories
  - Designation as CFEVA Secret sponsor, plus 4 VIP tickets to the event in 2023 AND 2024
  - Designation as a “Community Partner” in the Tour Directory
  - One partner event or exhibition listed as an official “POST Featured Exhibition or Event” in POST materials each year
  - Centerfold spread advertisement in the 2023 AND 2024 Tour Directory
  - Web Advertisement on POST Home & Map pages
  - 100 POST Directories to distribute to clients and employees
  - Social media promotion (Facebook, Instagram, Twitter)
  - Opportunity to present or distribute literature at all POST-related activities/events hosted by CFEVA
  - Opportunity to host artist demos or presentations at sponsor locations
  - One partner event or exhibition listed as an official “POST Featured Exhibition or Event” in POST materials
  - Logo & Company Recognition in POST 2023 AND POST 25th Anniversary Branding - "POST Presented By: [Name]"
  - Opportunity to host a special POST Anniversary event at your company’s location
$25,000 - POST PRESENTING SPONSOR

- Logo recognition on all printed and digital material, including:
  - Directory (distribution 10,000)
  - Posters (distribution 2,000)
  - Emails, with web link (7,800+ subscribers)
  - Advertisements
- POST website (cfева.org/philaoenstudios), with web link (100,000+ impressions)
- Text recognition in all POST-related press releases and media advisories
- Designation as CFEVA Secret sponsor, plus 4 VIP tickets to the event
- Designation as a “Community Partner” in the Tour Directory
- One partner event or exhibition listed as an official “POST Featured Exhibition or Event” in POST materials
- Centerfold spread advertisement in the 2023 Tour Directory
- Web Advertisement on POST Home & Map pages
- 50 POST Directories to distribute to clients and employees
- Social media promotion (Facebook, Instagram, Twitter)
- Opportunity to present or distribute literature at all POST-related activities/events hosted by CFEVA
- Opportunity to host artist demos or presentations at sponsor locations
- One partner event or exhibition listed as official “POST Featured Exhibition or Event” in POST materials
- Logo & Company Recognition in POST 2023 Branding - “POST 2023 Presented By: [Name]”
$10,000 - PROGRAM SUPPORTER

- Logo recognition on all printed and digital material, including:
  - Directory (distribution 10,000)
  - Posters (distribution 2,000)
  - Emails, with web link (7,800+ subscribers)
  - Advertisements
  - POST website (cfeva.org/philaopenstudios), with web link (100,000+ impressions)
- Text recognition in all POST-related press releases and media advisories
- Designation as CFEVA Secret sponsor, plus 2 VIP tickets to the event
- Designation as a “Community Partner” in the Tour Directory
- One partner event or exhibition listed as an official “POST Featured Exhibition or Event” in POST materials
- Inside cover advertisement in the 2023 Tour Directory
- Web Advertisement on POST Home & Map pages
- 20 POST Directories to distribute to clients and employees
- Social media promotion (Facebook, Instagram, Twitter)
- Opportunity to present or distribute literature at all POST-related activities/events hosted by CFEVA
- Opportunity to host artist demos or presentations at sponsor locations
$7,500 - NEIGHBORHOOD SPONSOR

- Logo recognition on all printed and digital material, including:
- Directory (distribution 10,000)
- Posters (distribution 2,000)
- Emails, with web link (7,800+ subscribers)
- Advertisements
- POST website (cfeva.org/phaopenstudios), with web link (100,000+ impressions)
- Text recognition in all POST-related press releases and media advisories
- Designation as CFEVA Secret sponsor, plus 2 VIP tickets to the event
- “[COMPANY LOGO] supports” on all publicity related to a specific neighborhood of your choice
- Designation as a “Community Partner” in the Tour Directory
- One partner event or exhibition listed as official “POST Featured Exhibition or Event” in POST materials
- Full page advertisement in the 2023 Tour Directory
- Web Advertisement on POST & Map pages
- 20 POST Directories to distribute to clients and employees
- Social media promotion (Facebook, Instagram, Twitter)
- Opportunity to present or distribute literature at all POST-related activities/events hosted by CFEVA
$5,000 - EDUCATIONAL PARTNER

- Logo recognition on selected printed and digital material, including:
- Directory (distribution 10,000)
- POST website (cfeva.org/philadelphia), with web link (100,000+ impressions)
- Logo printed next to all affiliates in 2023 Tour Directory
- Twenty-five $10 discounts on registration available for partner affiliates
- Text recognition in all POST-related press releases and media advisories
- Text recognition on POST website (philadelphia.org), with web link (39,000+ impressions)
- Designation as CFEVA Secret sponsor, plus 2 General Admission tickets to the event
- Full page advertisement in the 2023 Tour Directory
- Web Advertisement on POST home page
- 20 POST Directories to distribute to clients and employees
- Social media promotion (Facebook, Instagram, Twitter)
- Designation as a “Community Partner” in the Tour Directory
- One partner event or exhibition listed as official “POST Featured Exhibition or Event” in POST materials
$2,500 - Community Advocate
- Logo recognition on selected printed and digital material, including:
- Directory (distribution 10,000)
- POST website (cf hva.org/phaopenstudios), with web link (100,000+ impressions)
- Text recognition in all POST-related press releases and media advisories
- Half page advertisement in the 2023 Tour Directory
- Designation as a “Community Partner” in the Tour Directory
- 15 POST Directories to distribute to clients and employees
- Social media promotion (Facebook, Instagram, Twitter)

$1,500 - Map Sponsor
- Quarter page advertisement in the 2023 Tour Directory
- Text recognition on POST website (cf hva.org/phaopenstudios), with web link (100,000+ impressions)
- Up to 4 Commercial Pinpoint listings on 2023 Maps
- 15 POST Directories to distribute to clients and employees
- Posters for all commercial locations to display
- Social media promotion (Facebook, Instagram, Twitter)

$750 - POST Partner
- Quarter page advertisement in the 2023 Tour Directory
- Designation as a “Community Partner” in the Tour Directory
- 15 POST Directories to distribute to clients and employees
- Social media promotion (Facebook, Instagram, Twitter)

Show Your Support of Local Artists and Become a POST™ Sponsor Today!
Included in this packet are our standard Sponsorship offerings. CFEVA is happy to work with you and your company to personalize a sponsorship package that suits your needs. More comprehensive Sponsorship levels are available in celebration of CFEVA’s 40th Anniversary.

Please contact Amanda@cf hva.org or visit www.cf hva.org/Support for more details.
SHOW YOUR SUPPORT FOR LOCAL ARTISTS.
ADVERTISE WITH THE PHILADELPHIA OPEN STUDIO TOURS!

This is a great opportunity to reach out to artists, collectors, gallerists, and art appreciators and promote what you bring to the table.

CFEVA is delighted to customize an advertising package that best fits your, or your company’s needs. Contact POST@cfeva.org, 215-546-7775 ext. 13

ADVERTISE IN THE POST™ PRINT DIRECTORY.
FIRST DEADLINE: JUNE 30, 2023, PRICES AS MARKED BELOW
SECOND DEADLINE: AUGUST 1, 2023, PRICES +$100

The directory is a comprehensive directory of all participating artists and partners. This directory will be used throughout the year, and for years to come, with over 5,000 copies distributed across the city to galleries, studios, art institutions, and other creative businesses to reference the remarkable POST™ community.

Quarter Page Horizontal Ad
1.875 (H) x 4.75 (W) inches
$500

Half Page Horizontal Ad
3.75 (H) x 4.75 (W) inches
$1,000

Full Page Ad
8.5 (H) x 5.5 (W) inches (trim size) | 8.75 (H) x 5.75 H inches (with bleed)
$1,500

Inside Back Cover Full Page Ad
8.5 (H) x 5.5 (W) inches (trim size) | 8.75 (H) x 5.75 H inches (with bleed)
$1,500

Inside Front Cover Full Page Ad
8.5 (H) x 5.5 (W) inches (trim size) | 8.75 (H) x 5.75 H inches (with bleed)
$2,500

Centerfold Ad
8.5 (H) x 11 (W) inches (trim size) | 8.75 (H) x 11.25 (W) inches (with bleed)
$2,500

ADVERTISE ON OUR WEBSITE.
ARTWORK DEADLINE: SEPTEMBER 1, 2023

Place a digital ad on our website, CFEVA.org/phiaopenstudios, with over 1,000,000 impressions during the POST season.

Horizontal Web Ad
1 still image
Between 1500 pixels and 2500 pixels wide
• One placement on POST Home Page - $500
• Two placements on POST Home and Map pages - $750
• Additional web page placements - $150/page

Horizontal Web Ad
2-3 Images or .gif
Between 1500 pixels and 2500 pixels wide each
• One placement on POST Home Page - $1,000
• Two placements on POST Home and Map pages - $1,500
• Additional web page placements - $200/page

PARTICIPATING ARTISTS, COMMUNITY PARTNERS, AND SPONSORS RECEIVE A 25% DISCOUNT ON ALL ADVERTISING. THIS IS A GREAT OPPORTUNITY TO DIRECT POST™ VISITORS TO YOUR LOCATION.

VISIT CFEVA.ORG/ADVERTISE FOR MORE INFORMATION.
ADVERTISEMENT TEMPLATES

For an added fee of $100 per ad, CFEVA is happy to customize your ad in our print directory for your artistic practice or business. Ads pictured below are not to scale. Please email POST@cfeva.org for a full-size template.

Custom Quarter Page Horizontal Ad - CUSTOMIZE WITH 1 IMAGE
$600 | $450 FOR REGISTERED ARTISTS, PARTNERS & SPONSORS

Custom Half Page Horizontal Ad - CUSTOMIZE WITH 1-3 IMAGES
$1,100 | $825 FOR REGISTERED ARTISTS, PARTNERS & SPONSORS

Custom Full Page Ad - CUSTOMIZE WITH 1-4 IMAGES
$1,600 | $1,200 FOR REGISTERED ARTISTS, PARTNERS & SPONSORS

UPGRADE TO A CUSTOM CENTERFOLD AD FOR $900

CUSTOMIZE YOUR ADVERTISEMENT WITH YOUR ARTWORK OR LOGO! CONTACT POST@CFEVA.ORG FOR DETAILS.