



PROPOSAL FOR MCNICHOLS CULTURAL PARTNER PROGRAM

Today's date:

Business/Organization/Organizer:

Type of Organization (non- or for-profit):

Contact Name:

Email:

Phone:

Address:

Website:

Discipline/Type of Event:

- Music Visual Arts Dance Film Class/Workshop Design
 Lecture Theater Film Market Other

Detailed event description & purpose:

If submitting an exhibition proposal, please include exhibit theme and description, artist(s), number of works, dimensions and artistic media.

Proposed event date(s) and time(s): (Please note if dates are flexible)

Set up & tear down/installation and de-installation time required:

Who is your anticipated audience?

What is your anticipated attendance (# of people expected to attend)?

Space requirements (floor space, wall space (linear feet,...)):

Floor plan needs and layout (theater style seating, banquet, reception, staging,...)

Briefly describe your technical and equipment requirements (lighting, sound, stage, AV, etc.):

Detailed event budget including revenue and expenses:

Please see rental, facility use and PA system rates at the end of the proposal form. Depending on the program, as a Cultural Partner, Arts & Venues rental fees could be waived or reduced. Please keep in mind that there are a number of hard costs that need to be taken into consideration such as set-up and breakdown, basic clean-up or full-service clean-up, security, and PA system. If proposal is accepted, an estimate of these hard costs will be provided based on the event needs. This estimate is subject to change following a walk-thru with McNichols Building staff.

Will you be requesting budget support from Arts & Venues? If so, what is the request? *To be considered for the Cultural Partner Program Fund, which covers hard costs and implementation, a detailed budget including revenue and expenses must be provided.*

Do you plan to charge admission? What is your admission price?

Marketing plan overview (How do you plan to promote the program?):

Partners, sponsors or others supporting your event:

Please include additional materials to support your program (e.g., images (3 max jpegs of photos) or website, news clips (2 max), reviews (2 max), marketing collateral, etc.)

For Exhibition Proposals Please read carefully:

The McNichols Civic Center Building is an active arts, culture and events center with over 300 events and more than 90,000 visitors every year. During the course of your exhibition we will have thousands of people viewing the artwork! Due to active nature of the venue and the variety of events on some occasions however, the artwork may not be accessible, and some private events may limit the number of public hours. Additionally, we celebrate each exhibition in grand style with a unique event called the McNichols Project. This is a ticketed event that incorporates the artwork into the event in an immersive way. All exhibition artists will receive a complimentary ticket, and there will also be an additional limited number of complimentary tickets for each cultural partner to attend the McNichols Project. We do not plan a traditional exhibit opening, but in addition to the McNichols Project, Cultural Partners will have the option to use the space at some point during the run of the exhibit at no cost if you wish to plan your own event. Date should be determined by availability and in coordination with the event team.

Please email to: **Shanna Shelby, Program Administrator**
Shanna.Shelby@denvergov.org

MCNICHOLS CIVIC CENTER BUILDING Cultural Partner Program Marketing Support

Below are the following things that our marketing department can do to support your event

- IF NOT AXS ticketed - Website listing: we can list details on our website calendar at McNicholsBuilding.com, ArtsandVenues.com. Please send a Word Document with the details (who, what, when, where, why, and ticket details) and any website addresses you would like us to link to. We can also include a small picture in the description. Please send a JPG or TIFF 300px square (ideal size) or approximately that size.
- IF AXS TICKETED – Website listing: don't worry, our website calendar will automatically reflect what you have already provided to AXS.
- Website feature – available for long running programs or exhibits. Please check with Amber.Fochi@denvergov.org for availability. On the homepage of McNicholsBuilding.com, we feature four programs or exhibits. Please send an image 480 pixels wide by 300 pixels tall. The image will link to the description of the exhibit or event on the site or calendar.
- Employee offer. You can offer a special deal to City employees and we will blast that out via email. The offer must only be available to City of Denver Employees. Please send the text for that offer (100 words or less) to Amber.Fochi@denvergov.org. Please include all pertinent event information including: the event title, the event time/date, the event description, the offer, and instructions on how to redeem the offer (link to ticket website and discount code for instance). Please submit these at least 2 weeks before the event, as employee bulletins are on a weekly basis.
- The Spotlight, e-newsletter: Denver Arts & Venues has a newsletter that goes out to approximately 35,000-36,000 subscribers. The newsletter is targeted to those with specific interests related to your program or event. The newsletter goes out every Thursday evening. Please send a small image, JPG, ideal size 755 px wide by 435 px tall. Please also send 100-150 words describing the event. We will link to additional information on our website.
- Exclusive Email Blast – if you would like to offer our Spotlight subscribers a discount or access to a presale, we can send that out via an exclusive email. Please send 100-500 words describing the event and the offer and a JPG image up to 700 pixels wide. Format for the exclusive blast is somewhat flexible and we will adjust the text and image to best fit. Depending on the target audience, the special offer will reach up to 36,000 people.

- Facebook: The McNichols Building has a Facebook page. Please send us a short blurb to post on our Facebook page. 1-2 sentences max, keep it informal. We will alert our FB fans to your event. If you have images, we can add those to our FB photos and to the alert, so please send those as well. JPG or BMP work best, ideal size 1200px square.
- Posters: We can put up to three 11"x17" vertical posters on Curtis Street between 14th and 16th. Smaller is acceptable. Please send posters to Charles Ortiz, 1345 Champa St., Denver, CO 80204.
- BRANDING GUIDE: The above marketing assets are provided on a complimentary basis and must promote an event or series, and include the specific City venue in the artwork to qualify for City underwriting. Artwork not including the venue may be run as a paid contract through sales contractor. Correct listing is as follows:
 1. McNichols Civic Center Building (please note no apostrophes)
 2. If a cultural partner, please include this phrase on all collateral, press releases, event descriptions and websites: This program is supported by Denver Arts & Venues Cultural Partner Program
- Artwork not including the venue and Cultural Partner Program support language may be run as a paid contract through sales contractor.

All advertising assets are subject to Art & Venues approval. Display is subject to availability, and Arts & Venues reserves the right to replace content as needed. Arts & Venues will work to give as much notice as possible should your artwork be replaced.

Please visit: <http://mcnicholsbuilding.com/private-events/rates> for current building and support rental rates.

Regular business hours are Monday – Friday 9 a.m. – 5 p.m., Saturday – Sunday, 10 a.m. – 3p.m. Access to art exhibitions may be restricted due to private events. Please call 720-865-5570 ahead for availability or to make an appointment.