

NEPR's 9th Annual

ARTS & HUMANITIES AWARDS

SPONSORSHIP PACKAGE
2017



June Millington,
2013 award recipient

COMMUNITY & OPPORTUNITY

Join in this opportunity with New England Public Radio to recognize the individuals and institutions across the greater Pioneer Valley for their contributions to the creative landscape and connect with new audiences.

MAY 24, 2017 at the Log Cabin in Holyoke, MA



The Young@Heart Chorus, 2012 award recipients

SPONSORSHIP LEVELS



NPR listeners are nearly 3x more likely than the average adult to be influential and highly engaged in their communities.



E-COMMUNICATIONS
circulation to 20,000 people

\$20,000 Presenting Sponsor Exclusive opportunity for one business sponsor

- An underwriting credit package on New England Public Radio and The NEPR News Network to enhance the sponsor's overall marketing and promotional goals valued at \$10,000. Underwriting package includes "run of station" spots on both NEPR and the NEPR News Network.
- "Presented by" credit on select on-air promotion of "The NEPR Arts and Humanities Awards Celebration" for 8 weeks on New England Public Radio and the NEPR News Network, reaching over 166,700 listeners
- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- Option to make remarks at the May 24, 2017, Arts & Humanities Awards Celebration
- Full-page ad in event program - Back cover placement (or placement of your choice)
- Prominently featured in all media as the Presenting Sponsor
- Prominently featured in all social media outreach as Presenting Sponsor
- Recognition at the event through announcements and signage
- Recognition in event press release as Presenting Sponsor
- 16 tickets to the Arts and Humanities Awards on May 24, 2017 at the Log Cabin, Holyoke, MA

\$10,000 Host Sponsor

- "Hosted by" credit on select on-air promotion of "The NEPR Arts and Humanities Awards Celebration" for 8 weeks on New England Public Radio and the NEPR News Network, reaching over 166,700 listeners
- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- Full-page ad in event program
- Prominently featured in select media as Host Sponsor
- Prominently featured in select social media outreach as a Host Sponsor
- Recognition at the event through announcements and signage
- Recognition in event press release as a Host Sponsor
- 16 tickets to the Arts and Humanities Awards on May 24, 2017 at the Log Cabin, Holyoke, MA
- Three sponsorships available at this level (non-competing by industry)

\$6,000 Producing Sponsor

- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- Full-page ad in event program
- Prominently featured in select media
- Prominently featured in select social media outreach
- Recognition at the event through announcements and signage
- Recognition in event press release
- 12 tickets to the Arts and Humanities Awards on May 24, 2017 at the Log Cabin, Holyoke, MA
- Five sponsorships available at this level (non-competing by industry)

\$3,000 Directing Sponsor

- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- 1/2 page ad in event program
- Featured in select media
- Featured in select social media outreach
- Recognition at the event through announcements and signage
- Recognition in event press release
- 8 tickets to the Arts and Humanities Awards on May 24, 2017 at the Log Cabin, Holyoke, MA

\$1,500 Supporting Sponsor

- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- 1/4 page ad in event program
- Featured in select media
- Featured in select social media outreach
- Recognition at the event through announcements and signage
- Recognition in event press release
- Four tickets to the Arts and Humanities Awards on May 24, 2017 at the Log Cabin, Holyoke, MA

\$500 Friend

- Name featured in select marketing materials including promotional e-communication and online at NEPR.net
- 1/8 page ad in event program
- Listed in select media
- Listed in select social media outreach
- Recognition at the event through announcements and signage (Name only)
- Recognition in event press release
- 2 tickets to the Arts and Humanities Awards on May 24, 2017 at the Log Cabin, Holyoke, MA

ARTS & HUMANITIES AWARDS



BARRY MOSER



TY ALLAN JACKSON



NORTHAMPTON JAZZ WORKSHOP

The selected 2017 Arts and Humanities Awardees are:

Barry Moser

Born in Chattanooga Tennessee in 1940, Barry Moser has spent most of his adult life in the Pioneer Valley, where he is revered among his peers, beloved by his students and embraced by his community. He is an illustrator, printer, painter, printmaker, designer, author, essayist, and teacher. A member of the National Academy of Design, his work is in numerous collections, including The National Gallery of Art, The Metropolitan Museum and The British Museum. He is currently the Irwin and Pauline Alper Glass Professor of Art at Smith College and was a founding trustee of the Eric Carle Museum of Picture Book Art in Amherst, Massachusetts. He has illustrated over 350 books including Moby-Dick and The Divine Comedy. His Pennyroyal Press published an acclaimed edition of the King James Bible in 1999. His edition of Alice's Adventures in Wonderland won the 1983 National Book Award. His memoir, We Were Brothers, was published in 2015, and describes his Jim Crow-era childhood in Chattanooga, Tennessee. NPR listed it among its "Great Reads of 2015."

Ty Allan Jackson

Ty Allan Jackson is a children's book author, publisher, literacy advocate and motivational speaker living in Pittsfield, Massachusetts. His literacy organization, Big Head Books, LLC was founded in 2009 to expose children to the joy of reading. By visiting schools, libraries, youth organizations and correctional facilities around the country and at home in western Massachusetts, Big Head Books entertains and empowers kids while sharing with adults the importance of reading in a fun, upbeat and contemporary way.

Mr. Jackson has been called one of the most important authors in America because of his message of inspiration and his ability to make the most reluctant young reader into a reading superhero. He has collaborated with organizations including The United Way, The YMCA, The Boys and Girls Club, Google for Entrepreneurs, Children of Promise, several financial institutions and countless public, private and charter schools. Mr. Jackson is the co-founder of the READ OR ELSE Movement that distributes books to children in homeless shelters across the county, and is also the co-founder of The F.U.L.L. Program, which helps incarcerated parents stay connected to their children and families by promoting literacy as a way to help sever the cycle of incarceration. Ty has been acknowledged and awarded by mayors, senators, governors and even First Lady Michelle Obama for his efforts to promote literacy.

Northampton Jazz Workshop

Thanks to the Northampton Jazz Workshop, the Pioneer Valley has been swinging on Tuesday nights for the past seven years. The Workshop provides an important context for fostering community around jazz performance, and has galvanized area fans. Pianist Paul Arslanian and the late bassist Dave Shapiro satisfied a long overdue need in local jazz circles when they established the Workshop in 2010 at Green Street Café. Each week since then, the Green Street Trio, which includes Arslanian, bassist George Kaye, and drummer Jon Fisher, invites a guest soloist to join them for a one-hour set that mixes jazz standards and originals, and then the bandstand opens up for an organized jam session. At night's end, the featured soloist returns to play with the assembled players on stage. The music is free for all, and the house (since 2015, the City Sports Grille) is packed every week. Scores of college students from the Five Colleges and beyond come to the club throughout the year for a chance to play their instruments or sing. It's the spirit of this endeavor and its ongoing success that we honor with the Arts & Humanities Award.



PAST AWARDEES

2016

Amherst Cinema
Community Access to the Arts
Maria Luisa Arroyo
Tracy Kidder

2015

Community Music School of Springfield
Andrew Lawrence
Karen Skolfeld

2014

Jane Yolen
The Performance Project/First Generation
Easthampton City Arts+

2013

Michael Mucci
June Millington
Pioneer Valley Symphony Orchestra and
Chorus
Enchanted Circle

2012

The Young@Heart Chorus
Josh Simpson
Gary Bernice

2011

Peter Blanchette
Steve Hays of the Drama Studio
The Charter Oak Cultural Center, Hartford,
Aric Bieganeck, teacher at Community
Music School of Springfield

2010

Evelyn Harris
The Springfield Museums
Matthew Mitchell

2009

Kevin Rhodes, Music Director, The
Springfield Symphony Orchestra