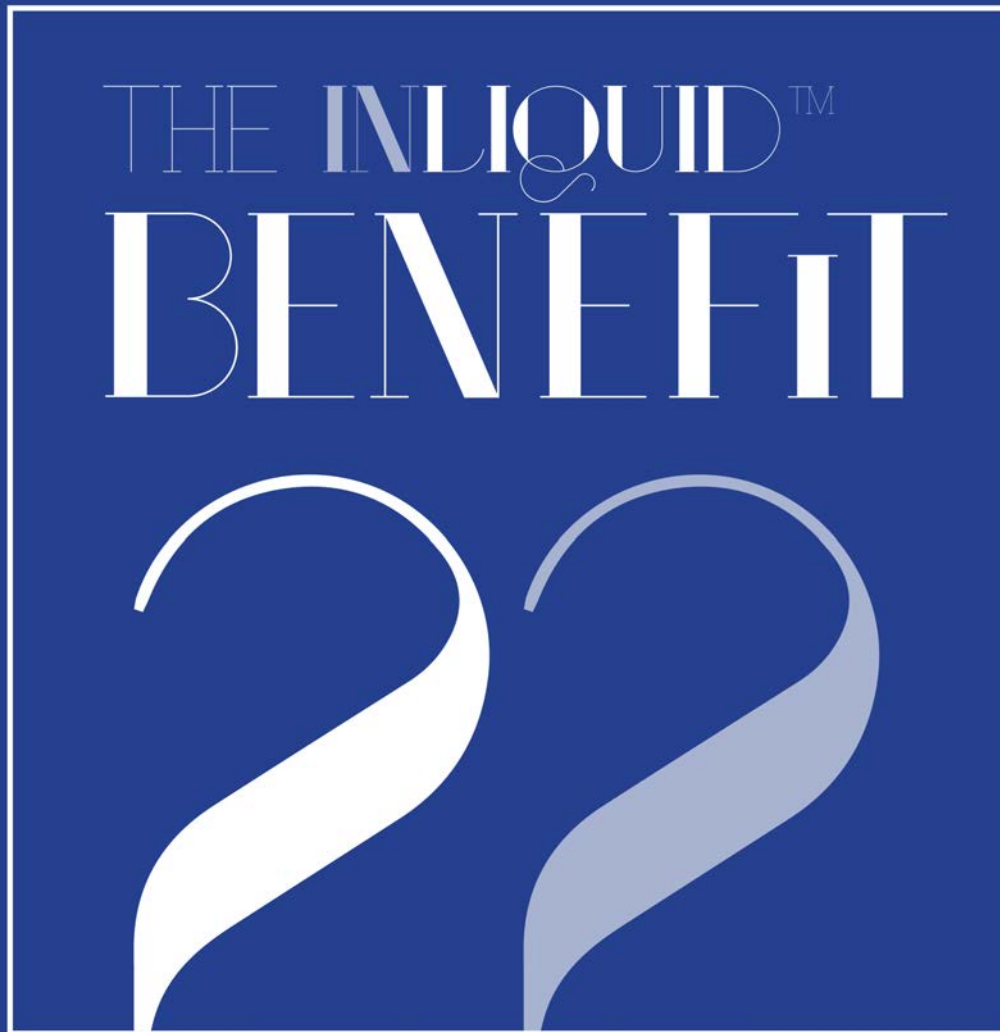


# Sponsorship Opportunities



November 2022



# INLIQUID™

Building Philadelphia's Creative Economy  
by connecting Philadelphia's artists with  
audiences and opportunities since 1999





## About the InLiquid Benefit:

The annual Benefit Art Auction + Exhibition is an immense creative celebration, that will be on view from November 4 - 20, in-person and online.

The Benefit is a silent auction of contemporary works of art by more than 200 local artists, who work across all media, as well as gifts and certificates from small businesses who help InLiquid support the creative economy. Unlike many charity auctions, proceeds are split evenly between InLiquid and the participating artists as a way of directly supporting the artists. Collectors can discover new works while giving back to the organization and the artist simultaneously.

The exhibition will take place in the Icebox Project Space and InLiquid Gallery at the Crane Arts Building, at 1400 North American Street in South Kensington. Public viewing is offered during gallery hours and at a variety of special events.

All of the items will be online for viewing and bidding on the GiveSmart platform <https://inliquid22.givesmart.com>. Allowing for additional Sponsor marketing opportunities online and in-person.

### Special Calendar Events

Saturday, November 5, 11 am-1:00 pm

#### Breakfast at the Benefit

Ticketed family friendly event

*Regular viewing hours resume 1 - 6 pm*



Wednesday, November 9, 5:30-7:30 pm

#### Wine Tasting at The Benefit

Ticketed wine tasting event



Thursday, November 10, 6:00-9:00 pm

#### Second Thursday Reception

Free and open to the public all of the Galleries at the Crane

Friday, November 11, 5:30-7:30 pm

#### Neighbors' Night

Free tickets and cash bar for our South Kensington, Fishtown, and Northern Liberties neighbors

Saturday, November 12, 11 am-1:00 pm

#### Boozy Brunch at the Benefit

Ticketed event with brunch cocktails

*Regular viewing hours resume 1 - 6 pm*



Saturday, November 12, 5:30--8:00 pm

#### Collectors Night at the Benefit

Ticketed event, small groups,

Reservations at our favorite restaurants for attendees



Thursday, November 17, 5:30-7:00 pm

#### BYOB at The Benefit

A select group of culinary artists to provide dinners to go

Friday, November 18, 6:00-8:00 pm

#### Young Professionals Night at the Benefit

A cadre of our favorite young professionals organizations will be invited for a private look and an introduction to collecting

Saturday, November 19, 5:30-7:30 pm

#### Artists' Friends + Family

Our 200 artists and their friends and family are invited for a private look

Sunday, November 20, 5:00 pm

#### Bidding Closes



Monday, November 21 - 25, noon - 6 pm

#### Winning Bidder Pick up / Benefit Closeout

Missed your Bid?-- Shop overlooked "Hidden Treasures"

Saturday, November 26, noon - 6:00 pm

#### Small Business Saturday



Final look at items from the benefit with treats from our favorite small businesses

Please Note Special Events are subject to change.  
Bespoke events for your group are available upon request.  
Reserve yours now.

Gallery Hours: Wednesday - Saturday, 12 - 6 pm  
Additional hours are available by appointment.



1400 N American Street, Suite 314, Philadelphia, PA 19122

tel: 215.235.3405 web: [www.InLiquid.org](http://www.InLiquid.org)   @InLiquidArt  /InLiquidArt

#### Honorary Committee List

Virginia Baltzell  
Mindy Berman  
Amanda Burch  
Patrick Carrow  
Leila Cartier  
Anaïs Cooper-Hackman  
Rebecca Davidson  
Carlie Eden  
Steffi Freidman  
Paula Glazer  
Cathy Grimes  
Barbara Harberger  
Meredith Hilferty  
Bryan Hoffman  
Hannah Kauffman  
Nadia Kunz  
Michele Lamm  
Wendy Liss  
Deanna McLaughlin  
Thomas Miles  
Erica Minutella  
Corie Moskow  
Bill Osman  
Maria Pantalone  
Elizabeth Roan  
Liz Scarlett  
Maria Schneider  
Pamela Shaw  
Gerri Spilka  
Lawrence Taylor  
Andrea Wilson  
John Wind  
Jennifer Zwilling

#### InLiquid Board

Ralph Citino  
Anthony L Gallia  
Jeffrey E Holder  
Chioma Okoronkwo  
Matthew Shaw  
Aidan Vega  
Timothy Walsh  
Rachel Zimmerman

#### InLiquid Staff

Rachel Zimmerman  
Juliette Cook  
Clare Finin  
Michael Ewing  
Haley Evans  
Danielle Hanlon  
Megan Pollin Hernandez  
Sara Zimmerman

as of 1/24/22

Dear Friend,

InLiquid is a 501(c)(3) non-profit that I founded in 1999 to build sustainable careers for artists in Philadelphia, and to make the work of Philadelphia's dynamic visual arts community accessible to all.

InLiquid creates opportunities for artists, unites communities, establishes new audiences, fosters emerging and established artists, facilitates new collectors and advocates for the appreciation of local and regional art. Increasingly, we create opportunities to use art as a catalyst for civic engagement and expressions of calls for social change.

We stage free public exhibitions for Philadelphia artists at our own InLiquid Gallery in South Kensington and satellite exhibition spaces throughout the city, and run [InLiquid.org](http://InLiquid.org) as a free public online platform for artists, virtual store and comprehensive source for art programming around the region.

Your support during these trying times is sincerely appreciated. We hope you will consider joining us as a sponsor of our events this season.

We are planning a multimedia distribution of the Benefit, using social media, video, custom Issuu magazines/catalogues, email blasts and more. We are engaging our entire community to spread the word, which will equal thousands of eyes on your contribution, and extensive marketing of your business as a supporter of InLiquid.

Your sponsorship support provides vital operating funds allowing InLiquid to directly serve over 300 artists and 25,000 audience members each year. Gifts to InLiquid provide artists with extensive and professional online portfolios and credentials, exhibition opportunities, and a high level of visibility to curators, collectors, and the general public.

Your consideration is so appreciated. All contributions are tax deductible. On behalf of the artists and audiences we serve, thank you for your generous time and support.

Respectfully,

Rachel Zimmerman  
Founder and Executive Director  
InLiquid

## InLiquid's Benefit Sponsorship Levels

Our annual Benefit auction showcases a curated collection of contemporary art from Philadelphia's artists. InLiquid and the artist share proceeds from the sale of each item. This year, we will hold the auction both in-person and online. We will display the auction items for public viewing during socially distanced openings at the Crane Arts Building in South Kensington, Philadelphia. All items will also be available for bidding online, for those far away or those who do not want to venture out.

InLiquid's annual benefit auction is a leading cultural and social event in Philadelphia that showcases a premier collection of contemporary art from Philadelphia's artists; alongside items and gift certificates from local restaurants and businesses. Family-friendly art activities, on-site hospitality, private event opportunities and event customization will be available for sponsors.

### Contact

For ongoing updates and more information, please visit [www.inliquid.org/benefit](http://www.inliquid.org/benefit)

Custom sponsorships are available. Please contact InLiquid's Development Director **Juliette Cook** by e-mail at [juliette@inliquid.org](mailto:juliette@inliquid.org), or by phone at 215.235.3405.

### \$10,000 Platinum

- 10 tickets to each Special Event
- Logo inclusion on event website
- Logo inclusion in event signage
- Logo inclusion on Auction site platform GiveSmart <https://inliquid22.givesmart.com>
- Logo inclusion in event e-blast
- Mention in InLiquid blog article and press materials
- Social media post
- Photo opportunities
- Opportunity to schedule a private reception for 50 in the Ice Box with a special curator tour, light fare, wine + beer for your guests.
- Auction gift card to start off your purchase 8 @ \$25 gift cards or 4 @ \$50 gift cards
- VIP event parking

### \$5,000 Gold

- 6 tickets to each Special Event
- Logo inclusion on event website
- Logo inclusion in event signage
- Logo inclusion on Auction site platform GiveSmart <https://inliquid22.givesmart.com>
- Logo inclusion in event e-blast
- Logo inclusion in all event invitations
- Mention in InLiquid blog article
- Mention in all press materials
- Social media post
- Photo opportunities
- Opportunity to schedule a private reception for 25 in the Ice Box with a special curator tour, light fare, wine + beer for your guests.
- Auction gift card to start off your purchase (4 @ \$25 gift cards or 2 @ \$50 gift cards)

## \$2,500 Silver

- 4 tickets to each Special Event
- Logo inclusion on all event websites
- Logo inclusion in all event signage
- Logo inclusion on Auction site platform GiveSmart <https://inliquid22.givesmart.com>
- Logo inclusion in all event e-blasts
- Logo inclusion in all event invitations
- Mention in InLiquid blog articles
- Mention in all press materials
- Social media post
- Photo opportunities

## \$1,000 Bronze

- 2 tickets to each Special Event
- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on Auction site platform GiveSmart <https://inliquid22.givesmart.com>
- Logo inclusion on event e-blast
- Mention in all press material
- Social media post

## Bespoke Sponsorships

We are creatives, and are happy to work with you to build a **BESPOKE SPONSORSHIP** experience, should you wish for benefits other than what is listed here.





# Benefit Sponsorship Commitment Form

Please type or print clearly. For marketing purposes we request sponsorships to be submitted at your earliest convenience. The final deadline for inclusion on event signage is October 15, 2022.

Sponsor Name \_\_\_\_\_  
(how you prefer to be credited)

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

### Sponsorship Level selected:

- Platinum \$10,000     Silver \$2,500     Bespoke \$ \_\_\_\_\_  
(agreed upon amount w/ InLiquid approval)
- Gold \$5,000     Bronze \$1,000

### Payment being sent via

- Check
- Credit Card
- Venmo
- Gifts of Stock
- Other

Credit cards feel free to provide below or use the online form at <https://bit.ly/ben22sp>

Venmo QR



Card number \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVV code: \_\_\_\_\_

(Secretly InLiquid loves avoiding service fees. Checks are always welcome, but if it's easier for you we will gladly assist in processing a cc)

### Please provide us with your promotional materials and a copy of your logo.

Logo (hi res vector required for print materials) Sent:  e-mail     web link: \_\_\_\_\_

### Information can be sent to:

InLiquid  
Attn: Juliette Cook  
1400 N. American Street #314  
Philadelphia, PA 19122.

Images & Logos can be sent via email to Juliette Cook, Director of Development at [juliette@inliquid.org](mailto:juliette@inliquid.org), Any questions call 917.385.5486 (c) or 215.235.3405 (o).

If you need a copy of InLiquid's W9, please [click here](#) to download.