

FORT COLLINS MURAL PROJECT
IN COLLABORATION WITH
THE DOWNTOWN CREATIVE DISTRICT

SPONSORSHIP OPPORTUNITIES



ONE OF NORTHERN COLORADO'S
FAVORITE PUBLIC ART EVENTS
JUST GOT BETTER!

WHY PARTNER WITH US?

FORT COLLINS MURAL PROJECT (FCMP) WORKS TO PROVIDE ARTISTS OF ALL BACKGROUNDS AND EXPERIENCE LEVELS AN OPPORTUNITY TO PAINT A MURAL AND EXPAND THEIR PORTFOLIOS ON HIGHLY VISIBLE WALLS IN FORT COLLINS. THE CREATIVE DISTRICT WORKS TOWARD BEING A ROBUST, INSPIRED, PLACE, WHERE CREATORS, ARTISTS, INNOVATORS, AND FANS SHAPE THEIR LIVES INTO SPECTACULAR EXPERIENCES.



SPONSORSHIP RECOGNITION

PAINTED ON THE MURAL

62K+ VEHICLES*

DURING THE MURAL PAINTING

10+ ARTISTS

POSTING, SHARING, ATTRACTING EYES

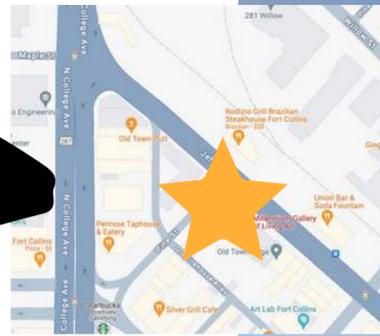
9,100+ PEDESTRIANS*

DAILY DURING PEAK HOURS

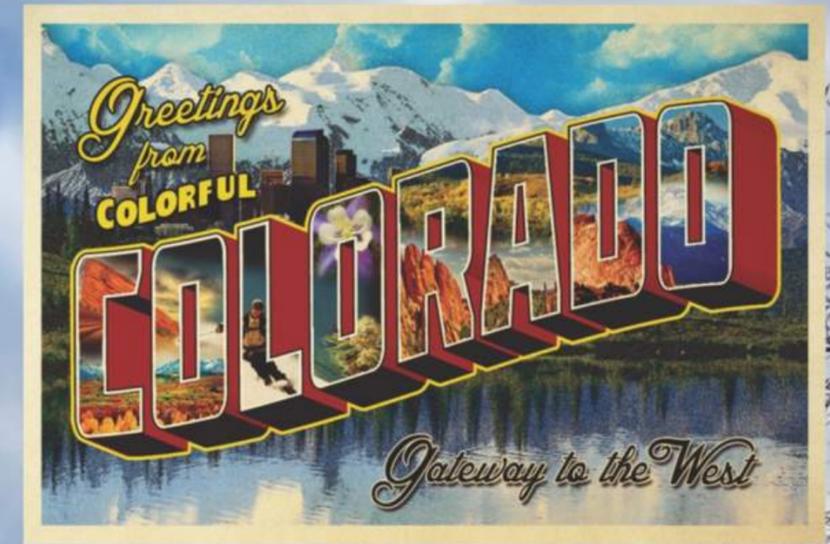
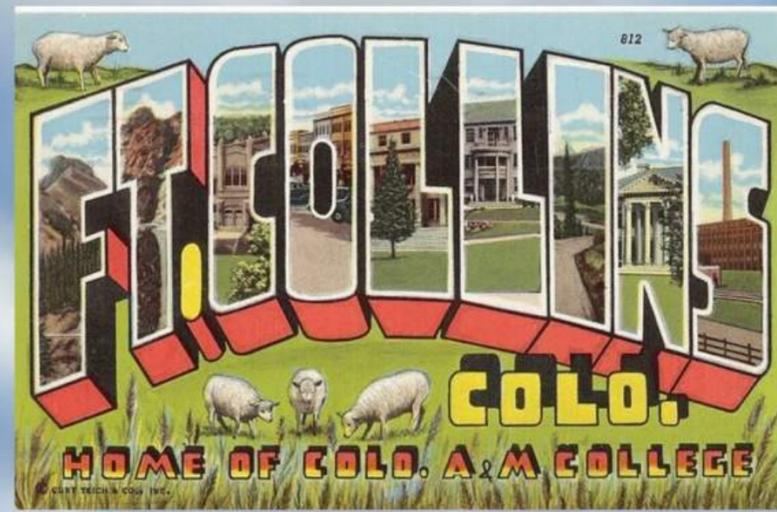
*City of Fort Collins traffic count data

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Located on a highly visible wall for pedestrians and vehicles on Pine & Jefferson.



Calling back to vintage postcards, each letter (currently white) will host imagery relating to the Fort Collins community.



Each letter will be painted by a different local artist. The background will be painted by FCMP & volunteers and used as a teachable moment for artist workshops.



Sponsor's brand name or logos will be added to the wall here alongside a plaque for the mural!

**THE FORT COLLINS
GATEWAY MURAL**

2024 SPONSORSHIP OPPORTUNITIES

DEADLINE: MAY 10TH

KEY DATES:

MURAL PAINTING: SEPT. 1ST-21ST

MURAL UNVEILING PARTY: SEPT. 22ND

SPONSORSHIP GOAL: \$40,000

SPONSORSHIP LEVELS

SCISSOR LIFT: \$20,000

SCAFF: \$10,000

EXTENSION: \$5,000

A-FRAME: \$1,000

STEP LADDER: \$500

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YOUR GENEROUS SPONSORSHIP WILL FUND:

- Artists stipends, our mentorship program, workshops, & artist accommodations
- Supplies: primer, scaffolding, ladders, lifts, graffiti coating
- Entertainment: DJs, performers, sound equipment, etc.
- Workshops and artist talks to help boost artists' careers
- Production costs of posters, website, print and digital advertisements, and event banners
- Filming and documentation
- Production of merchandise, t-shirts, totes, stickers, etc.



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BENEFITS

SCISSOR LIFT
\$20,000

SCAFF
\$10,000

EXTENSION
\$5,000

A-FRAME
\$1,000

STEP LADDER
\$500

"PRESENTED BY" ON ALL
PROMOS & PRESS RELEASES
WITH 48 HR MEDIA BLITZ



LOGO OR BRAND NAME
PAINTED ON THE GATEWAY
MURAL



LOGO RECOGNITION ON ALL
PROMO BANNERS, WEBSITE,
PRESS RELEASES



LOGO RECOGNITION ON ALL
PRINTED PROMO MATERIALS
AND WEBSITE



LOGO RECOGNITION IN
BOOSTED PROMO VIDEO
ON FB & IG



GET TO KNOW US:

Fort Collins Mural Project (FCMP) is a 501(c)3 nonprofit organization. FCMP is a collaboration between local artists and community members coming together to promote contemporary art in public spaces. FCMP is dedicated to empowering local LGBTQIA+, BIPOC, and emerging artists while beautifying the city of Fort Collins, and cultivating community through art. By working toward our mission with artists, local businesses, and property owners, we hope to support the continued growth of the Fort Collins art culture.

The Downtown Fort Collins Creative District strives to connect people to Downtown's culture, artists, history and creative business by providing arts information, creative industry connectivity, and meaningful storytelling. By pursuing its mission to advance Downtown as an arts and creative hub, they work towards being a robust, inspired place where creators, artists, innovators and fans shape their everyday lives into spectacular experiences. Explore Downtown's music, galleries, public art, architecture, history and get to know the stories of our artists and creators, our songs and passions. Make your life a work of art!



**For more information
visit our websites
& social media.**

[FCMURALPROJECT.ORG](https://www.fcmuralproject.org)

[@FCMURALPROJECT](https://www.instagram.com/fcmuralproject)

[DFCCD.ORG](https://www.dfccd.org)

[@FOCOCREATIVEDISTRICT](https://www.instagram.com/fococreativedistrict)



NOT SURE ABOUT SPONSORSHIP
BUT STILL WANT TO DONATE?

AWESOME!

CLICK THE LINK TO DONATE:
[FCMURALPROJECT.ORG/DONATEPLEASE](https://www.fcmuralproject.org/donateplease)

Thank You

WE LOOK FORWARD TO PARTNERING WITH YOU!



FC
MURAL
PROJECT

EIN: 47-4470739