Walls that Speak public art project & Festival

Building Bridges Through Art

May 4, 2019

www. arckboston. org/ mom2019
ARCK’s Mission:

Empowering students to become innovators and creative thinkers by integrating art and design with literacy and STEM education.

ARCK is a 501(c)(3) nonprofit that provides arts educational programing at no cost to students.
ARCK’s Programs

Core Program: Arts with Impact

Integrating art and design with literacy and STEM education in-school. Lessons are designed to promote social-emotional learning based on ARCK’s theory of Social-Change framework: Leadership, Civic Engagement, and Social Justice Modules.

Building Bridges: Public Art

ARCK works to build bridges between students and the larger community. Public art projects bring students and local artists together outside the classroom to make a visible contribution to the Boston landscape.

Literacy Through Art

Multi-generational impact. Evening classes for students and parents, many of whom are immigrants and refugees, who want to improve their English language skills and connect over shared art activities.

Mindful Art

Before and after-school art programs: ARCK works with partner schools, focusing on subjects based on ARCK’s three modules and then create customized lessons as needed.
ARCK’s public projects:

HubWeek I AM YOU 2017 project

Walls that Speak 2017 project

I AM We Are 2016 mural unveiling with Mayor Walsh
Miles of Murals is a public art festival that builds bridges between our youth and the community through art.

**Who?**
Free with registration. Open to ALL! Enjoy food, music, raffle activities, drinks and art street fair. ARTraiser open all day until 5:30 pm. 5:30 PM VIP ONLY Gallery Reception - Drinks and food (limited tickets) (must be 21+)

**Where?**
David Ortiz Dr., Red Sox Brookline Ave lot, and murals & ARTraiser Gallery Reception across from Yawkey Station

**When? RSVP required**
2:00-7:00
Street Art Festival
5:00-5:30
Mural Unveiling
5:30-7:00 - VIP Gallery Reception ARTraiser (limited tickets)
ART Festival 2PM - 7PM

A community celebration of the arts and their importance in education in Boston! Miles of Murals Objectives:

○ **Engage** the students of ARCK with real-life experiences. Empower students by giving them voices in the community and help them become confident global citizens.

○ **Bring** the community together by using art as a catalyst for human connections.

○ **Promote** a space for dialogue about the importance and the impact of arts education.

○ **Create** a safe and vibrant space in collaboration with local artists to enrich the artistic and cultural fabric of the community.

Activities will include:

- Art and other family and kids activities run by our community partners such as the Red Sox and Fenway Community Center.
- Chalk street art, DJ and dancing, face painting and balloon creations. Art and craft vendors.

Food Trucks already on board!
WALLS THAT SPEAK: MURAL UNVEILING
5:00 PM - 5:30 PM

ARCK will unveil three new murals created by local artists Percy Fortini-Wright and Cedric Douglas and Gardner Pilot Academy students.

Last year’s mural, “Paredes Que Hablan”
WALLS THAT SPEAK: Gallery Art-Raiser & Cocktail Reception 5:30 PM - 7:00 PM

Cocktail reception and silent auction consisting of a “Walls that Speak”-themed exhibit made up of curated artwork by selected artists and ARCK students.

- Artwork collected by Beacon Gallery, Boston
- Food, Drinks donated by Boston Beer works, and DJ
- Students unveiling their Walls that Speak project
Thanks to the generosity of Orange Barrel Media we have the unique opportunity to offer you a package where you not only support our underserved students in the Boston Public Schools but also promote your company in prime locations:

- Your Corporate Logo on a wall mural by local artist Percy Fortini-Wright;
- Visibility for your Corporate Logo on ARCK’s digital billboard* (value $30,000);
- Your Corporate Logo on our website, online & printed promotional materials, social media & press release mention;
- 15 tickets to VIP Cocktail gallery reception.

Orange Barrel Media has donated an ad space on a 14 x 48 foot digital billboard in the heart of Boston’s Fenway District,

Your campaign would run for 5 minutes per hour for 4 weeks in your choice of two locations: behind Fenway Park at either Lansdowne St. and Brookline Ave. or Lansdowne St. and Ipswich St. intersections.

This area is bustling with foot and automobile traffic and is home to a vibrant entertainment/nightlife scene including the House of Blues.

Increase your company’s brand visibility to an audience of families, baseball fans, and/or tourists in a dramatic manner with this amazing outdoor advertising opportunity.

The value of this opportunity is over $30,000 but you can get all this for $25,000.

All of the proceeds would go directly toward funding our in-class arts integration programs in the Boston Public Schools.

*Ad requires pre-approval by Orange Barrel Media
<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Community Supporter ($25,000)</th>
<th>Milestone Supporter ($12,500)</th>
<th>Bridge Builder ($7,500)</th>
<th>Art Journey Collaborator ($3000)</th>
<th>Colorful Contributor ($1000)</th>
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</thead>
<tbody>
<tr>
<td>Support students directly</td>
<td>Serves 50 students per year</td>
<td>Serves 25 students per year</td>
<td>Serves 15 students per year</td>
<td>Serves 6 students per year</td>
<td>Serves 2 student per year</td>
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<tr>
<td>Company Name/Logo included in ARCK’s online and printed promotional material</td>
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<td>Social Media and Press Release Mention</td>
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<td>Table space at event to display your own promotional materials</td>
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<tr>
<td>Company name and logo in program booklet</td>
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<tr>
<td>Tickets to VIP Cocktail gallery reception</td>
<td>20</td>
<td>10</td>
<td>8</td>
<td>6</td>
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Other ways to contribute:

➢ **Community Partnership** for arts and/or education organizations

➢ **Sponsorship opportunities**

➢ **Committees**: Planning, Fundraising, Marketing, Food/Beverages

➢ **Media sponsorship**

➢ **Community Ambassadors**

➢ **Spread the Word! #MilesOfMuralsBoston**
  ○ Check out Media Kit at arckboston.org/mom2019
Sponsorship & Partnership Opportunity

Link to register for the Festival

Contact Sara Demeter at
sarad@arckboston.org
617.407.0530
“We value the relationships we’ve developed with local community organizations in the Fenway neighborhood and we’re happy to support the Art Resource Collaborative for Kids with its mission to empower students through arts education. Their Miles to Murals event is taking place right in our backyard, and we applaud them for their continued effort to share public art work and spark creativity among neighborhood youth.” Sam Kennedy, President and CEO of the Boston Red Sox