

MCBA

**MINNESOTA
CENTER FOR
BOOK ARTS**





ABOUT THE 2-DAY EVENT

New Editions is a biennial pop-up celebration and showcase of new artist's prints and publications. During this two-day event, over 350 attendees handle and purchase artist's books, photo books, chapbooks, zines, broadsides, and hand-printed work by artists from around the country. The Preview Party includes food, drinks, first access to the work on view, and a chance to interact with artists doing demos in the studios.

New Editions offers something for everyone, from art lovers to longtime collectors, with items listed at a variety of price points.

mnbookarts.org/new-editions-2023



MCBA'S REACH

10,000
monthly
Open Book patrons

18,000
monthly
web sessions

6,375
e-newsletter
contacts

350
event
attendees

10,000
combined
Instagram
followers

1,200
mailing list
contacts

31.4K
likes on
TikTok

9,300
Facebook
followers

PREVIEW PARTY

Friday, October 27, 2023 | 6–9pm

- Exclusive preview of over 150 new artists' works
- Artist demos including marbling, foil stamping, and letterpress
- Food, wine, and craft beer

PUBLIC SALE

Saturday, October 28, 2023 | 10am–5pm

Explore new work from around the country during this public event. Marbling, book history, and other hands-on workshops will be offered in coordination with New Editions.

ABOUT MINNESOTA CENTER FOR BOOK ARTS

Located in the Open Book building in downtown Minneapolis, Minnesota Center for Book Arts (MCBA) is a nonprofit visual arts center that offers educational and artistic programs in the book arts, which encompass papermaking, bookbinding, letterpress printing, and related arts.

With over 12,000 square feet of artist studios, classrooms, library, and gallery space, MCBA is one of the largest and most comprehensive book arts centers in the world.

To learn more, visit mnbookarts.org.

Presenting Sponsor* / \$5,000

- 12 tickets to the Preview Party
- Naming rights for New Editions (Presented by _____)
- Open Book Marquee (downtown street-facing) for 1 month
- VIP gallery tour for up to 12 guests
- Clickable logo on website for 2 months
- Name on website landing page slider for 2 months
- 6 newsletter mentions (2 exclusive)
- 6 social media mentions (2 exclusive)
- Logo/name on postcard sent to 1,000
- Logo/name on in-person signage for 2 months

*ONE AVAILABLE

Signature Sponsor* / \$2,500

- 8 tickets to the Preview Party
- VIP gallery tour for up to 12 guests
- Clickable logo on website for 2 months
- 4 newsletter mentions
- 4 social media mentions (1 exclusive)
- Logo/name on postcard sent to 1,000
- Logo/name on in-person signage for 2 months

*FOUR AVAILABLE

Promotional Sponsor / \$1,000

- 6 tickets to the Preview Party
- Logo on website for 2 months
- 4 newsletter mentions
- 4 social media mentions
- Logo/name on postcard sent to 1,000
- Logo/name on in-person signage for 2 months



OPEN BOOK MARQUEE

Program Sponsor / \$500

- 4 tickets to the Preview Party
- Name on website for 2 months
- 2 newsletter mentions
- 2 social media mentions
- Logo/name on in-person signage for 2 months

Event Host / \$250

- 2 tickets to the Preview Party
- Name on website for 2 months
- 2 newsletter mentions
- Name on in-person signage for 2 months

Sponsor New Editions

Your support makes this event possible and invests in MCBA's future artistic and educational programming, including free open houses, artist studio access, and educational scholarships. Thank you!

Yes, I would like to support *New Editions* at the following sponsor level:

- \$5,000 Presenting Sponsor
- \$2,500 Signature Sponsor
- \$1,000 Promotional Sponsor
- \$500 Program Sponsor
- \$250 Event Host

CONTACT INFORMATION

Primary contact _____

Full name(s) or business name to be used on all promotional materials

Address _____

City, State, Zip _____

Email _____

Phone _____

PAYMENT INFORMATION

- Check enclosed, made payable to Minnesota Center for Book Arts
- I wish to pay via credit card (fill in info below)
- Invoice me

Check box Mastercard Visa Discover AmEx

Card number _____

Exp _____ Security code _____

Signature _____

PLEDGE YOUR SUPPORT

mnbookarts.org/sponsor-new-editions

DEADLINE

Full sponsor benefits including printed postcard
Friday, August 25 at 5pm
Final deadline
Saturday, October 14 at 5pm

QUESTIONS?

Elysa Voshell, Executive Director
(612) 215-2525
evoshell@mnbookarts.org

Please remit with payment to:

Minnesota Center for Book Arts c/o New Editions
1011 Washington Ave South, Suite 100
Minneapolis, MN 55415

