



# GLOWBALL

A RAVE in Support of the Center for Arts at the Armory

FRIDAY, APRIL 26 2024

Arts at the Armory Performance Hall

Somerville, MA

**SPONSORSHIP  
OPPORTUNITIES**

# GLOWBALL

## A RAVE in Support of The Center for Arts at the Armory

Greetings!

On Friday, April 26, 2024, GLOWBALL will transform the Armory Performance Hall into an immersive Glow-in-the-Dark Rave created by DJ Saucy Lady with hypnotic visuals, ambient lighting, and pop-up performances, all in support of The Center for Arts at the Armory.

We will be honoring the following awardees at GLOWBALL this year: Marcus Santos, Outstanding Artist; Joe Lynch, Community Arts Advocate; Lynn Gervens (Mudflat), Lifetime Achievement. Our honorees will be regaled while seated on stage with their friends, and also pick the winners of the Best Glow-in-the-Dark Outfit Contest, which all guests are encouraged to enter. GLOWBALL tickets include coupons for beverages and bites, plus glow in the dark accessories for guests to don. This will be Somerville's most illuminating party of 2024.

We are mixing things up this year. GLOWBALL is an anti-gala, and a coming out party for our newly upgraded Performance Hall. There will be no speeches, presentations or auction. We are calling on our community to celebrate with us, and to support The Center of Arts at the Armory in the process. Join us in feting this glorious space and all of the transcendent moments it has provided to our community.

We invite local businesses and institutions to play an important role by sponsoring the event. In recognition of your generous support, we welcome you to celebrate with us and will spread the word about your business or organization to our audience, as detailed below.

Event sponsorship will provide your business with access to our diverse community spanning Somerville, Greater Boston, and beyond, including visibility

on our event and organizational websites, and via our mailing list of 10,000+ subscribers, 9,500+ followers on Facebook and 4,000+ followers on Instagram. Sponsorships can be purchased by sending the completed form in the packet with an enclosed check or by contacting Stephanie at [director@arsatthearmory.org](mailto:director@arsatthearmory.org) to make payment arrangements.

Over the past fifteen years, the Center for Arts at the Armory has served Somerville and beyond as an accessible and inclusive venue for arts, cultural and community events, exhibitions, markets, classes and more, booking over 750 events per year. The mission of Arts at the Armory is to provide an inclusive and accessible venue that creates opportunities for artists and cultural workers, brings diverse audiences together, fosters community building, and promotes the creative economy. In addition to the many third-party events that CAA hosts, we have five signature programs: The Spotlight Series, The Performance Opportunity Program (POP), The Somerville Winter Farmers Market, the Feet Keep the Beat Festival, and ROOTED Armory Cafe Visual Arts Exhibitions.

We appreciate your consideration of this unique opportunity to sponsor GLOWBALL and, in doing so, to strengthen Somerville's premiere cultural venue. We look forward to partnering with you and appreciate your support.

Sincerely,

Stephanie Scherpf, CAA Co-Director/CEO and Jess White, CAA Co-Director/COO;  
Ivan Abarca, Neil Berman, Ruth Faris, Hathalee Higgs, Amanda Klein, CAA Board of Directors



**Photos of DJ Saucy Lady and the upgraded Armory Performance Hall**

# SPONSORSHIP OPPORTUNITIES

## DEEP HOUSE Sponsor

\$10,000

Recognition as a DEEP HOUSE Sponsor on GLOWBALL event platform and across all marketing materials promoting the event, including but not limited to:

- Category exclusivity
- Prominent logo placement on event platform
- Option to submit a short, pre-recorded video to be played during our event
- Name / logo recognition at event on signage and projected slide
- A minimum of two mentions in social media posts promoting the event
- Prominent placement on Arts at the Armory's website with hyperlink to business website
- 2 complimentary VIP tickets\* (\$500 value) and 5 complimentary General Admission tickets\*\* (\$500 value)

*\*VIP tickets include access to VIP Hour, including 4 coupons to be used for food and drink, plus access to the main event*

*\*\*General Admission tickets include 2 coupons to be used for food and drink plus access to main event*

# SPONSORSHIP OPPORTUNITIES

## DRUM & BASS Sponsor

\$5,000

Recognition as a DRUM & BASS on GLOWBALL event platform website and across all marketing materials promoting the event, including but not limited to:

- Logo placement on event platform
- A minimum of two mentions in social media posts promoting the event
- Name / logo recognition at event on signage and projected slide
- Placement on Arts at the Armory's website with hyperlink to business website
- 2 complimentary VIP tickets\* (\$500 value) and 2 complimentary General Admission tickets\*\* (\$200 value)

*\*VIP tickets include access to VIP Hour, including 4 coupons to be used for food and drink, and access to the main event*

*\*\*General Admission tickets include 2 coupons to be used for food and drink plus access to main event*

# SPONSORSHIP OPPORTUNITIES

## TRIP HOP Sponsor

\$2,500

Recognition as a TRIP HOP Sponsor on GLOWBALL event platform website and across all marketing materials promoting the event, including but not limited to:

- Logo placement on event platform
- Name / logo recognition at event on signage and projected slide
- A minimum of two mentions in social media posts promoting the event
- Placement on Arts at the Armory's website with hyperlink to business website
- 4 complimentary General Admission tickets\*\* (\$400 value)

*\*\*General Admission tickets include 2 coupons to be used for food and drink plus access to main event*

# SPONSORSHIP OPPORTUNITIES

## TRANCE Sponsor

\$1,000

Recognition as a TRANCE Sponsor on GLOWBALL event platform website and across all marketing materials promoting the event, including but not limited to:

- Logo placement on event platform
- Name / logo recognition at event on signage and projected slide
- A minimum of one mention in social media posts promoting the event
- Placement on Arts at the Armory's website with hyperlink to business website
- 3 complimentary General Admission tickets\*\* (\$300 value)

*\*\*General Admission tickets include 2 coupons to be used for food and drink plus access to main event*

# SPONSORSHIP OPPORTUNITIES

## LO-FI Sponsor

\$500

Recognition as a LO-FI Sponsor on GLOWBALL event website and across all digital marketing materials promoting the event distributed to Arts at the Armory's audience, including but not limited to the following:

- Logo placement on our event website
- Name / logo recognition at event on signage and projected slide
- A minimum of one mention in social media posts promoting the event including Facebook and Instagram
- Featured on Arts at the Armory's website with hyperlink to business website
- 1 complimentary VIP ticket\* (\$250 value)

*\*VIP ticket includes access to VIP Hour, including 4 coupons to be used for food and drink, plus access to the main event*



# SPONSORSHIP FORM

Thank you for letting us know if you would like to:

**Be a sponsor**

- DEEP HOUSE Sponsor (\$10,000)
- DRUM & BASS Sponsor (\$5,000)
- TRIP HOP Sponsor (\$2,500)
- TRANCE Sponsor (\$1,000)
- LO-FI Sponsor (\$500)

*We are also open to your creative ideas about how you would like to partner with Arts at the Armory!*

Contact Name

Phone

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Title

Email

---

Company

How would you like your company to be listed?

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Street Address

State

---

City

Zip Code

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Company website

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Company Facebook / Instagram handles:

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For more information, contact Stephanie Scherpf, CEO, at [director@artsatthearmory.org](mailto:director@artsatthearmory.org) or 617-775-3345.

Sponsorships can be purchased at [artsatthearmory.org/glowball](https://artsatthearmory.org/glowball), or this form and applicable payments can be sent to:

Stephanie Scherpf  
The Center for Arts at the Armory  
191 Highland Ave. 1-C  
Somerville, MA 02143

# ABOUT US



The mission of Arts at the Armory is to provide an accessible and inclusive venue that provides opportunities for artists and cultural workers, brings diverse audiences together, fosters community building, and promotes the creative economy.

**[artsatthearmory.org](https://artsatthearmory.org)**  
**[@artsatthearmory](https://twitter.com/artsatthearmory)**