

PHOTO NIGHTS BOSTON

PNB believes a picture taken is a life shared. With every click of the shutter, we see the world in the same way, if only for a moment. We believe photography is a chance to Project Yourself.

PHOTO NIGHTS BOSTON has created an inclusive community for photographers and creatives in preparation for our landmark event at The Cyclorama on October 3rd—a free, public art photo festival that will energize our city: *PNB will:*

- **CELEBRATE PHOTOGRAPHY** by showcasing images that inspire dialogue & discussion and capturing the imagination of residents through innovative displays of photography
- **BUILD COMMUNITY** by providing a forum for artists to showcase and share their work, supporting artists through social and professional programming, building networks to help drive the creative economy and generating new enthusiasm about the city's art and social scenes
- **PROMOTE DIVERSITY** by uniting people in a shared appreciation of art, promoting an environment where diverse groups and skill levels are welcome to participate and partnering with art & humanitarian organizations that bring multiple voices to the visual conversation



Rendering by Dan Ferraro

Official partners and sponsors of PNB will share the spotlight as Boston's thriving arts community celebrates its newest event.

PROMISE OF SUCCESS

Inspired by similar photography festivals in other major cities, PNB has the potential to achieve the following results:*



**Figures pulled from FotoWeek DC, the public photo festival on which PNB is modeled*

ESTABLISHED FOLLOWING



MORE THAN 1000 LIKES
ON THE PNB FACEBOOK PAGE



OVER 800 ENGAGED
TWITTER FOLLOWERS



EMAIL DISTRIBUTION LIST OF
OVER 1,000 "FRIENDS OF PNB"

WHY BOSTON

AN ESTIMATED **28,055** ARTS PATRONS & ENTERTAINMENT TICKET HOLDERS COME INTO THE CITY ON AN AVERAGE DAY. **80%** OF THESE VISITORS COME FROM THE BOSTON METROPOLITAN AREA. IN **2011** THERE WAS AN **8.4%** ANNUAL INCREASE IN VISITORS AT MAJOR BOSTON AND CAMBRIDGE MUSEUMS & ATTRACTIONS.

WHY THIS IS IMPORTANT

RESEARCHERS HAVE DEMONSTRATED THAT A HIGH CONCENTRATION OF THE ARTS IN A CITY LEADS TO HIGHER CIVIC ENGAGEMENT, MORE SOCIAL COHESION, HIGHER CHILD WELFARE, AND LOWER POVERTY RATES. A VIBRANT ARTS COMMUNITY ENSURES THAT YOUNG PEOPLE ARE NOT LEFT TO BE RAISED SOLELY IN A POP CULTURE AND TABLOID MARKETPLACE.

Photo Nights Boston is currently looking for donations. 100% of every monetary gift or in-kind donation goes toward making Photo Nights Boston a reality. As an incorporated, volunteer-run nonprofit, we need donor support to realize this vision. For more information, please contact info@photonightsboston.com.

PNB DONOR LEVELS

The following donor levels are suggested but we are open to discussion to determine what may be of most value to you in a partnership together. Photo Nights Boston is a recognized tax-exempt entity under Section 501(c)(3) of the Internal Revenue Code.

Up to \$199

- Receive advance notification on events, contests and opportunities

\$200–\$499

Receive all of the up to \$199 level benefits plus:

- Your company name listed on website sponsorship page
- Sponsorship badge for your website

BRONZE LEVEL

\$500–\$999

Receive all of the \$200–\$499 level benefits plus:

- Your company name and logo listed on website sponsorship page
- Social Media exposure including
 - Tweets distributed between @PhotoNightsBos and partners
 - Mentions on the Photo Nights Boston Facebook page

SILVER LEVEL

\$1,000–\$2,499

Receive all of the Bronze level benefits plus:

- Your company name, logo and direct link listed on website sponsorship page
- Dedicated post featuring your company on blog

GOLD LEVEL

\$2,500– \$4,999

Receive all of the Silver level benefits plus:

- Prominent exposure on website
- Recognition in marketing collateral and festival information
- Targeted marketing opportunity to over 1,000 professional photographers and creatives
- 2 tickets to all events for 2 years

PLATINUM LEVEL

\$5,000+

Receive all of the Gold level benefits plus:

- Projections of your logo and branding incorporated into festival event
- Exclusive naming rights for one photography award, event or online gallery
- Selected limited edition archival print signed by photographer
- 2 lifetime tickets to all events