

# BIG NIGHT IN *for the Arts*

*Join us or tune in on Thursday, March 7, 2024!*

Big Night In for the Arts is a unique, regional fundraiser broadcast live by WRAL and led by Chatham Arts Council, Durham Arts Council, Orange County Arts Commission, & United Arts Council of Raleigh and Wake County.



Presented By



Scan to watch &  
learn more about  
Big Night In

[www.bignightin.org](http://www.bignightin.org)

# Big Night, Bigger Impact

Support Big Night In & create vibrant, healthy communities through the arts.



## Healing

Nurturing social emotional wellness & igniting joy, the arts are inherently healing.



## Powering

Creating more than 30,000 jobs & \$1 billion in economic activity, the arts power prosperity.



## Connecting

Fostering community & a sense of belonging through unique experiences, the arts bring us together.

## FUNDS RAISED

264 Schools	30,000 Jobs
106 Title 1 Schools	1,574 Artists
192,432 Students	105 Arts Organizations



With your unwavering support, we've raised \$798,064 over three years. Help us reach our goal of

# \$1 MILLION for the Arts!

## PARTNERSHIPS

WRAL passionately uplifts our arts community, shedding light on the profound impact of the talented artists & arts organizations in our region.



20,000 LIVE Views \*

1,400 WRAL.com Viewers

479 Online Segment Views

\*This data represents the number of households that tuned in to the event. We estimate each household contains three residents.

## ENGAGEMENT

WRAL & Local Arts Agencies Social Media



45,000 | 12,178 Accounts



176,503 | 15,800 Accounts  
201 Shares & Reactions  
153 Link Clicks



49,325 | 5,660 Accounts  
625 Shares & Reactions

# Sponsorship Opportunities

**\$100,000**

## *Title Sponsor*

*(one available)*

Entertainment introduction on-screen during the program by a sponsor representative

Sponsorship mention during the event open and reopen at the half-hour mark

Logo on-screen during a dedicated spot to highlight sponsors

Two 30-second commercial spots or custom messaging to air within program breaks

Check presentation during the program

Three dedicated social media posts by local arts agencies

Recognition at a local arts event

Logo (or name) on BNI e-news & website

Invitations to a Triangle-wide watch party (for 24 people)

Recognition at a Triangle-wide watch party

**\$50,000**

## *Production Sponsor*

*(one available)*

Sponsorship mention in the event open and reopen at the half-hour mark

Logo on-screen during a dedicated spot to highlight sponsors

One 30-second commercial spot or custom messaging to air within program breaks

Check presentation during the program

Two dedicated social media posts by local arts agencies

Recognition at a local arts event

Logo (or name) on BNI e-news & website

Invitations to a Triangle-wide watch party (for 20 people)

Recognition at a Triangle-wide watch party

**\$25,000**

## *Premiere Sponsor*

*(four available)*

Sponsorship mention from host during the program

Logo on-screen during a dedicated spot to highlight sponsors

One 30-second commercial spot or custom messaging to air within program breaks

Two dedicated social media posts by local arts agencies

Recognition at a local arts event

Logo (or name) on BNI e-news & website

Invitations to a Triangle-wide watch party (for 14 people)

Recognition at a Triangle-wide watch party

*You're Invited!*

## TRIANGLE-WIDE WATCH PARTY

On the night of the show, enjoy the televised program at the PSI Theatre in Durham and celebrate with live performances, drinks, food and more!





# Sponsorship Opportunities

## Spotlight Sponsor

\$10,000

- Sponsorship mention from host during the program
- Logo on-screen during a dedicated spot to highlight sponsors
- One dedicated social media post by local arts agencies
- Logo (or name) on BNI e-news & website
- Recognition at a local arts event
- Invitations to a Triangle-wide watch party (for 10 people)
- Recognition at a Triangle-wide watch party

## Community Sponsor

\$5,000

- Logo on-screen during a dedicated spot to highlight sponsors
- Inclusion in a social media post dedicated to program sponsors by local arts agencies
- Logo (or name) on BNI e-news & website
- Recognition at a local arts event
- Invitations to a Triangle-wide watch party (for 8 people)
- Recognition at a Triangle-wide watch party

\$2,500

- Inclusion in a social media post dedicated to program sponsors by local arts agencies
- Logo (or name) on BNI e-news & website
- Recognition at a local arts event
- Invitations to a Triangle-wide watch party (for 6 people)
- Recognition at a Triangle-wide watch party

\$1,000

- Logo (or name) on BNI e-news & website
- Invitations to a Triangle-wide watch party (for 4 people)

\$500

- Logo (or name) on BNI e-news & website
- Invitations to a Triangle-wide watch party (for 2 people)

[www.bignightin.org](http://www.bignightin.org)



# Become A Sponsor

**Please provide contact information and circle sponsorship level:**

Name:

Phone:

Organization:

Email:

Address:

**\$100,000**

*Title Sponsor*

**\$50,000**

*Production Sponsor*

**\$25,000**

*Premiere Sponsor*

**\$10,000**

*Spotlight Sponsor*

*Community Sponsor*

**\$5,000**

**\$2,500**

**\$1,000**

**\$500**

**How would you like to allocate your sponsorship?**

\_\_\_\_\_ I would like to split my sponsorship evenly among all four arts councils.

\_\_\_\_\_ I would like to allocate my sponsorship as noted below:

(Please note which organization(s) and the dollar amount)

\_\_\_\_\_ Chatham Arts Council

\_\_\_\_\_ Durham Arts Council

\_\_\_\_\_ Orange County Arts Commission

\_\_\_\_\_ United Arts Council of Raleigh and Wake County

**Please make a benefits selection:**

We would like to enjoy our full sponsor benefits.

We will enjoy our benefits, but will not attend the watch party.

We prefer to opt out of all sponsor benefits.



Scan to become a  
sponsor online

[www.bignightin.org](http://www.bignightin.org)