

2021 New Bern Banner Project

Let's Make 2021 Another *Banner Year* for New Bern!

For the past six years we have lined Broad Street with colorful banners, representing New Bern's numerous cultural offerings. We are continuing this project with the ongoing mission to:

- help create a sense of unity between uptown and downtown New Bern
- encourage people to value and experience *all* New Bern has to offer
- portray a vibrant city that can rival any other for its art
- support Craven Arts Council's programs.

You don't argue with success, so we're inviting you to join us in 2021 as a sponsor. ***Application and payment due by February 15, 2021 to allow time for banner design and fabrication.***

What's on the Banner?

- Image of an original artwork by an area artist. (Artist submits a high quality jpg of a painting, pottery, performance or other cultural work).
- Name of the artist.
- Sponsor's choice of text (no logos), which could include:
 - a business or organization name.
 - an event or program.
 - an individual's name.
- CAC&G will assist in finding the artist/image which best represents the sponsor's organization or business.

Whom Would I Honor/Promote?

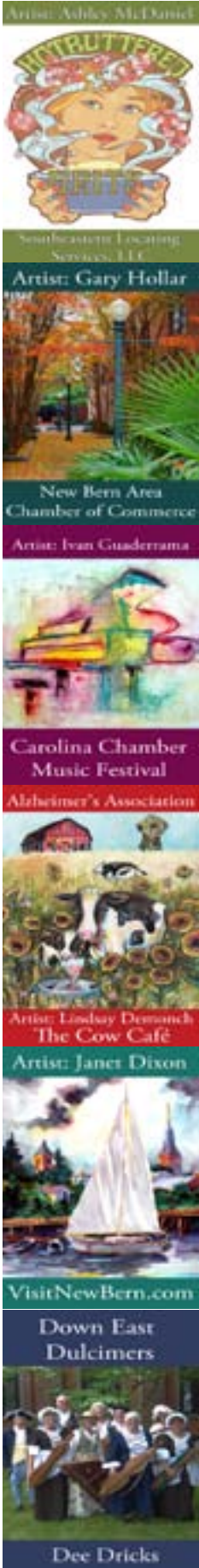
If you have a favorite local nonprofit, event or artist, provide that information on the application.

What Are the Benefits?

Positive visibility offered through the Banner Project include:

- The image and message are visible 24 hours a day, 7 days a week.
- Downtown businesses that purchase a banner will be included on the ArtWalk card and receive new ArtWalk cards monthly.
- newbernbanners.org website will be available to link viewers with all Banner Project participants' websites.

Reserve your banner now to ensure we find the right artist and artwork to best meet your promotional goals.



2021 New Bern Banner Project Sponsorship Form



Join the parade of color that celebrates New Bern's rich arts community, exciting events and diversity of people, businesses and nonprofits. In cooperation with the City of New Bern, the Craven Arts Council & Gallery continues this Unity through the Arts project that serves both as a stimulus to our creative economy and as a fundraiser for CAC&G.

Banners fly Spring 2021 through Fall 2021 (depending on the weather). Sponsor yours now to ensure the best possible fit with artist and artwork and to allow sufficient time for approvals and any necessary revisions.

I am sponsoring _____ banners @\$225 Amount enclosed: \$ _____
Please send me a bill after January 1st, 2021 _____

____ Yes, my business will be open for ArtWalk on the second Friday of each month; please include us in your ArtWalk promotions.

Is there a particular nonprofit and/or artist you wish to sponsor? Who?

Your organization/business name as it will appear on the banner:

Contact Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Telephone: _____

E-mail: _____

Signature: _____ Date _____

Make your check payable to: **Craven Arts Council & Gallery**

Mail check and this form to:

Craven Arts Council & Gallery
P. O. Box 596
New Bern, NC 28563

For additional information:

Call 252-638-2577 **E-mail** programs@cravenarts.org **Visit** www.cravenarts.org

Or Register and Pay Online at cravenarts.org/banners-project or newbernbanners.org



North Carolina
Arts Council
Division of
Arts & Heritage

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www.NCArts.org



The Harold H.
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Thank you for your support!