



ARTS & HUMANITIES AWARDS

NEPR celebrates 11 years of recognizing
Western New England's vibrant Arts community

2019 SPONSORSHIP PACKAGES



The Performance Project/First Generation, 2014 award recipients

COMMUNITY & OPPORTUNITY

Join in this opportunity with New England Public Radio to recognize the individuals and institutions across the greater Pioneer Valley for their contributions to the creative landscape and connect with new audiences.



The Young@Heart Chorus, 2012 award recipients

SPONSORSHIP LEVELS

\$20,000 Presenting Sponsor Exclusive opportunity for one business sponsor

- An underwriting credit package on New England Public Radio and The NEPR News Network to enhance the sponsor's overall marketing and promotional goals valued at \$10,000. Underwriting package includes "run of station" spots on both NEPR and the NEPR News Network.
- "Presented by" credit on select on-air promotion of "The NEPR Arts and Humanities Awards Celebration" for 8 weeks on New England Public Radio and the NEPR News Network, reaching over 186,550 listeners
- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- Option to make remarks at the Arts & Humanities Awards Celebration
- Full-page ad in event program – Back cover placement (or placement of your choice)
- Prominently featured in all media as the Presenting Sponsor
- Prominently featured in all social media outreach as Presenting Sponsor
- Recognition at the event through announcements and signage
- Recognition in event press release as Presenting Sponsor
- 16 tickets to the Arts and Humanities Awards in May



NPR listeners are nearly 3x more likely than the average adult to be influential and highly engaged in their communities.



\$10,000 Host Sponsor

- "Hosted by" credit on select on-air promotion of "The NEPR Arts and Humanities Awards Celebration" for 8 weeks on New England Public Radio and the NEPR News Network, reaching over 186,550 listeners
- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- Full-page ad in event program
- Prominently featured in select media a Host Sponsor
- Prominently featured in select social media outreach as a Host Sponsor
- Recognition at the event through announcements and signage
- Recognition in event press release as a Host Sponsor
- 16 tickets to the Arts and Humanities Awards in May
- Three sponsorships available at this level (non-competing by industry)

E-COMMUNICATIONS circulation to 20,000 people

\$6,000 Producing Sponsor

- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
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- Full-page ad in event program
- Prominently featured in select media
- Prominently featured in select social media outreach
- Recognition at the event through announcements and signage
- Recognition in event press release
- 12 tickets to the Arts and Humanities Awards in May
- Five sponsorships available at this level (non-competing by industry)

\$3,000 Directing Sponsor

- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- 1/2 page ad in event program
- Featured in select media
- Featured in select social media outreach
- Recognition at the event through announcements and signage
- Recognition in event press release
- 8 tickets to the Arts and Humanities Awards in May

\$1,500 Supporting Sponsor

- Name and logo featured in marketing materials including all promotional e-communication and online at NEPR.net
- 1/4 page ad in event program
- Listed in select media
- Listed in select social media outreach
- Recognition at the event through announcements and signage
- Recognition in event press release
- Four tickets to the Arts and Humanities Awards in May

\$500 Friend

- Name featured in select marketing materials including promotional e-communication and online at NEPR.net
- 1/8 page ad in event program
- Listed in select media
- Listed in select social media outreach
- Recognition at the event through announcements and signage (Name only)
- Recognition in event press release
- 2 tickets to the Arts and Humanities Awards in May

PAST AWARDEES

2019

Double Edge Theatre
Pam Victor, Happier Valley Comedy, Inc.
Olivia Ilano Davis, Motion Dance Theater
Ensemble
Alice Parker, Composer

2018

The Literacy Project
Magdalena Gómez
Carolyn Kuan
Dr. David Tebaldi, Executive Director of
Mass Humanities honored with the first
Lifetime Achievement Award

2017

Barry Moser
Ty Allan Jackson
Northampton Jazz Workshop

2016

Amherst Cinema
Community Access to the Arts
María Luisa Arroyo
Tracy Kidder

2015

Community Music School of Springfield
Andrew Lawrence
Karen Skolfield

2014

Jane Yolen
The Performance Project/First Generation
Easthampton City Arts

2013

Michael Mucci
June Millington
Pioneer Valley Symphony Orchestra and
Chorus
Enchanted Circle

2012

The Young@Heart Chorus
Josh Simpson
Gary Bernice

2011

Peter Blanchette
Steve Hays of the Drama Studio
The Charter Oak Cultural Center, Hartford,
Aric Bieganeck, teacher at Community
Music School of Springfield

2010

Evelyn Harris
The Springfield Museums
Matthew Mitchell

2009

Kevin Rhodes, Music Director, The
Springfield Symphony Orchestra

**Contact us to sponsor
the Arts and Humanities Awards!**

**Connect with your underwriting representative
or email radio@nepr.net**