



PO Box 1451, Gloucester MA 01931 978-515-7004 www.rockyneckartcolony.org

Application for Sponsorship of The Cultural Center at Rocky Neck

Rocky Neck Art Colony (RNAC) has a long history as a magnet for artists, including Fitz Henry Lane, Edward Hopper, Milton Avery, Winslow Homer, Rudyard Kipling, T.S. Elliott, Leonard Craske (sculptor of the Man at the Wheel) and more. In 1973, Rocky Neck established itself as the non-profit Rocky Neck Art Colony. In 2012, the Rocky Neck organization acquired the building at 6 Wonson Street, Gloucester, which now serves as The Cultural Center at Rocky Neck. It hosts six or more art exhibits during its season (February – December), drawing a diversity of artists, art appreciators and visitors, in addition to members who come for workshops, yoga classes, walking tours and other community events.

Please consider becoming a sponsor of The Cultural Center at Rocky Neck in 2024. Your support will help to enrich current artists and visitors with the vibrant cultural history of this rare place.

A sponsorship will publicly align you or your enterprise with this vibrant non-profit organization - we are a 501(c)3 - and one of the country's oldest and still thriving art colonies.

Your sponsorship will be acknowledged in the following ways during the season(s) that you sponsor:

- Recognition sign displayed at The Cultural Center at Rocky Neck
- Verbal recognition at all events during the season that you sponsor
- Prominent statement of your sponsorship in all promotional materials
- Inclusion in all social media postings
- Posting on RNAC websites [RNAC Exhibitions](http://RNACExhibitions.com) (RNACexhibitions.com) and Rocky Neck Art Colony (rockyneckartcolony.org)
- Announcement of your sponsorship in all RNAC newsletters
- Acknowledgement in all press releases
- Documentation of your allowable charitable contribution
- Acknowledgement of your sponsorship at our annual donor and gala events

For Producing Sponsor, acknowledgement of all of the above, plus:

- Private tour of show for you and your guests
- Two complimentary tickets for any paid event at the Cultural Center

In addition, talk to us about ideas you have about events that could benefit your sponsorship.



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Sponsorship Pricing:

Welcome to our growing community of 325 artists and community members, 1,645 weekly newsletter readers, 1,085 monthly website viewers, 500 monthly Cultural Center visitors, 3,200+ Facebook followers and 2,500 Instagram followers. We also feature 30+ artist talks and art workshops annually in the Cultural Center, attracting more than 800 participants to lectures, classes and talks, and nearly 200 exhibiting artists in our three galleries.

| Producing Sponsor | | Contributing Sponsor | |
|--|--------|------------------------------|--------|
| Season I (February - May) | \$2500 | Season I (February - May) | \$1500 |
| Season II (June - August) | \$3500 | Season II (June - August) | \$2500 |
| Season III (Sept - December) | \$2500 | Season III (Sept - December) | \$1500 |
| \$7500 Full Season Producing Sponsorship 2024 (deadline January 15, 2024) | | | |
| \$4500 Full Season Contributing Sponsor (deadline January 15, 2024) | | | |

Sponsor Name: _____

Contact Name / phone: _____

Organization Name: _____

Address: _____

City, State, Zip: _____

Season(s) to sponsor: Full Season ___ Season I ___ Season II ___ Season III ___

Producing Sponsor ___ Contributing Sponsor ___

Please provide digital file to RNAC.director@gmail.com:

- Name as it is to appear in publicity
- Tagline to be used in publicity (30 word max)
- Press release wording
- Logo / logo requirements

Make check payable to Rocky Neck Art Colony or pay through website at

<https://rockyneckartcolony.org/give/>



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Testimonials from Tripadvisor

"I loved this area and seeing all of the artisans and their crafts. It is a great thing to do on a rainy day and frequently have art receptions that you can stop by and see."

"Rocky Neck is a scenic strip of land separated from East main St. in Gloucester by Smith's Cove, a picturesque harbor filled with working and pleasure boats, and separated from downtown Gloucester by Gloucester Harbor. Rocky Neck is an artist's colony, home over the years to some of the greatest past and present Cape Ann artists. There are two restaurants with open air decks for a drink and/or dinner, a marine railway, and a funky vibe that will make you smile. Talk to the artists: almost all love to talk about their work. Buy tomorrow's masterpiece. Enjoy."

"Rocky Neck is perfect for an afternoon stroll with an ice cream cone, or without. It is a center for the arts, and many of the artists are very talented indeed, both abstract and sea/landscapes."

". . . some of the nicest, sincere artists and people are here. It has a very strange, relaxed vibe, with no pretensions. Very different from any other group of artists I've encountered, this is a refreshing place. There are a few artist studios to visit, a cafe and an ice cream shop- also a local artist association center with restroom facilities."

"Have fun exploring the art galleries and then walk down to the boatyard and see the ships in dry dock that are being worked on."

"Lovely neighborhood. There is a house that Hopper painted- in a painting, not the house. There are several nice places to eat including an ice cream store, Sailor Stan's for breakfast or lunch, and restaurant/bars with great views of the harbor."



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More about The Rocky Neck Art Colony

Located on a peninsula in the center of Gloucester's scenic working harbor, the Rocky Neck Art Colony identifies as a place, a community and as a nonprofit arts organization. With its stunning geography, mystic light and maritime industrial activity, Rocky Neck has been a popular destination for artists and arts patrons for the last 150 years. Based on its rich artistic and cultural heritage, the community received Cultural District designation from the Massachusetts Cultural Council in 2012 and was awarded a National Register of Historic Places designation in 2017.

A nonprofit 501(c)3 community-centered arts organization, Rocky Neck Art Colony, Inc. (RNAC) was formed in 1973 to provide marketing and promotional support to local artists. RNAC's primary mission today is to steward this corner of Gloucester's rich cultural history while serving as an inclusive, forward-looking center for creative achievement, community-building and artistic inspiration. Through its wide range of programs and community offerings, RNAC serves thousands of artists, residents and visitors each year.

Over the past decade, RNAC has established a solid financial base. With its debt-free Cultural Center, and thanks to some generous donors, our operating reserve remains strong. The Covid pandemic significantly impacted RNAC's ability to serve the public and its members. Revenues were severely curtailed as all galleries and venues closed. To meet the rising operational and staffing costs of producing exhibits, RNAC is seeking sponsorship support.

History of The Cultural Center at Rocky Neck

Built as a chapel and community center in 1877, the Cultural Center at Rocky Neck now serves as a year-round community center. It is the hub of the Rocky Neck Cultural District and is also the headquarters for the Rocky Neck Art Colony. The main floor features a professional and fully equipped gallery, and offers a small concert and lecture hall and function room. The lower level serves as a workshop studio and as additional meeting, gallery and office space. The facility is fully handicapped accessible.

Since the Cultural Center opened in 2012, thousands of visitors have attended visual art, musical, theatrical, literary and community-interest events. Community support is unequivocally positive and the Center has allowed RNAC to strengthen alliances with its Cultural District partners, including the Gloucester Stage Co., Gloucester Writers Center, Ocean Alliance, Gloucester Marine Railways, and area restaurants and businesses. RNAC sponsors art shows for regional artists and provides a venue for musicians, dancers and other performers.



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Impact on Tourism and Community

The rich art heritage of Rocky Neck serves as a major draw to tourists, and one of the important features of the area is the range of art galleries where art can be viewed and purchased. Rocky Neck Art Colony works to maintain access to gallery space for these artists and exhibitors.

Tourists visit the Cultural Center to view art exhibits, attend events and learn about Rocky Neck's cultural heritage. RNAC organizes regular Rocky Neck walking tours, where we provide visitors with detailed descriptions of the various artists who have lived and worked on Rocky Neck over the last 150 years, helping to make this history come alive.

In addition to serving as a gallery where area artists can display their work, the Cultural Center is often used for a range of community activities. Examples include yoga classes, Life Drawing, art workshops, Mah Jongg sessions, and dramatic plays produced and performed by local members of the community. The building also serves as a meeting place for area organizations, and for social events and gatherings.