



STEUBENVILLE CULTURAL TRUST

2023 Steubenville Cultural Series

Thank you for your contributions to our events over the years. As one of our most esteemed patrons, we are excited to share with you our 2023 season, including the ALL NEW Catfish Crawl ArtWalk!

March 18 - April 23 The Great Steubenville Eggsibition

For the 7th year in a row, the Steubenville Cultural Trust (SCT) will display 36 giant Easter Eggs that have been designed & painted by over 20 local artists. The eggs were all hatched in the workshop at Nelson's of Steubenville by Brodie Stutzman and range in size from 12" tall to 3' tall! The eggs will be hidden in downtown businesses for an all-city, all-ages Easter Egg hunt during the spring & Easter season!

Sponsors: The SCT is currently seeking sponsors for each of these Art Eggs to help offset costs and to award the artists themselves for their hard work! Each Egg Sponsorship is \$200 for the 2023 Season.

July 1 - September 1 The Catfish Crawl ArtWalk

This summer, we are adding GIANT Catfish to the Steubenville collection of over-sized art subjects. We have eighteen 5' tall catfish that are ready and waiting for local artists to decorate before they go on display for the summer of 2023! Local artists have been invited to submit designs for each catfish. Eighteen artist submissions will be selected and awarded \$500 for supplies and time.

Sponsors: The SCT is currently seeking sponsors for each catfish. Each sponsorship is \$1000, which will help cover costs and support the selected artists. Sponsors will be identified on a sign next to the catfish for the 2023 season.

November 21 - January 6 The Steubenville Nutcracker Village

2023 will be the 9th year for the Steubenville Nutcracker Village. We completed 15 new nutcrackers in 2022 to bring the total collection up to 200 life-size nutcrackers. The Nutcrackers were handcrafted in the workshop at Nelson's by Brodie Stutzman, and painted by members of the Nelson family and volunteers. The event features the LARGEST collection of life-size nutcrackers in the world.

Sponsors: The SCT is currently seeking sponsors for various aspects of the Nutcracker Village, including the nutcrackers themselves. Individual annual sponsorship for each nutcracker will be \$300 to help cover the cost of storage, repairs, signage, upkeep during display, installation, and removal. This is the first time we have had to increase the cost to sponsor a nutcracker annually and it is mainly due to prices increasing worldwide for supplies and labor. To put the individual advertising in perspective for each nutcracker, a business ad on Facebook costs \$1500 to run for 6 weeks with a total reach of 40,000 viewers. We have an average of 50,000 visitors to the Nutcracker Village annually over the 6 week long festival!

We invite you to take some time to read over our 2023 Patron of the Arts Program on the following pages and hope that you consider joining us this year as we continue to bring the community together while beautifying Steubenville.

Cheers to 2023!

The Steubenville Cultural Trust Board of Directors



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Sponsor Package Details

\$200 - Art Egg: Sponsorship of an Art Egg includes a sign next to one of the eggs indicating your sponsorship for the 2023 Season, as well as listing in the Official Map (min. 500 distributed), and on our webpage (avg. 5,000 views). The eggs will be displayed in the windows of downtown businesses from March 18 - April 23. **35 available**



\$1000 - Catfish: Sponsorship of a NEW 5' tall Catfish & artist includes a sign next to one of the fish indicating your sponsorship, as well as listing in the Official Map (min. 1000 distributed), linked mention on our Facebook page, and listing on our webpage. The Catfish will be displayed outdoors throughout downtown from July 1 - September 1. **18 available**



\$300 - Life-Size Nutcracker: Sponsorship of a Nutcracker for the 2023 Steubenville Nutcracker Village Season with a sign by the nutcracker. The Nutcrackers will be displayed outdoors throughout downtown from November 21 - January 6. (Does not include the Mouse King or nutcrackers owned by sponsors) **Limited availability for new sponsors.**

\$1000 - Yellow Brick Road: This is a major sponsorship for the 2023 Steubenville Nutcracker Village Season which includes logo signage with the 5 Wizard of Oz Nutcrackers displayed along the Yellow Brick Road into the Emerald City light display. Additional perks include an Ad in the Nutcracker Program (min. 4,000 distributed) & linked advertising on the event website (avg. 200,000 views). **This is an exclusive sponsorship.**

\$1000 - December Billboard: This is a major sponsorship for the 2023 Steubenville Nutcracker Village Season which includes your logo and the words "Proud Sponsor of the Nutcracker Village" on a Steubenville Nutcracker Village billboard (the design could also include an image of your nutcracker, if you have one). Additional perks include an Ad in the Nutcracker Program (min. 4,000 distributed) & linked advertising on the event website (avg. 200,000 views). **This is an exclusive sponsorship.**



\$1000 - Light String Tree Photo-op: This is a major sponsorship for the 2023 Steubenville Nutcracker Village Season which includes logo signage at the Light String Tree Photo-op (est. 10,000 photos taken annually). Additional perks include an Ad in the Nutcracker Program (min. 4,000 distributed) & linked advertising on the event website (avg. 200,000 views). **This is an exclusive sponsorship.**





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Sponsor Package Details, Tier-2

\$2000 - Polar Express Hayrides: Hayrides are offered free of charge to all visitors during the weekends of the Nutcracker Village. Your sponsorship includes signage on the hayride wagon and at the loading zone, as well as an Ad in the Nutcracker Program (min. 4,000 distributed) & linked advertising on the event website (avg. 200,000 views). *This is an exclusive sponsorship.*

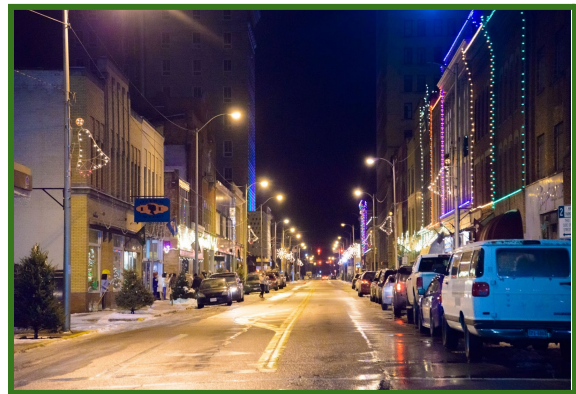
\$2000 - Sanctuary Garden: St. Paul's Episcopal garden will host the beloved Nativity Creche and a myriad of faith-based nutcrackers, creating a tranquil space to be reminded of the reason for the season. Your sponsorship includes signage at entrance to the Sanctuary Garden, as well as an Ad in the Nutcracker Program (min. 4,000 distributed) & linked advertising on the event website (avg. 200,000 views). *This is an exclusive sponsorship.*

\$2000 - 4th Street Lights: The Nutcracker Village is expanding and there is a need to keep the magic glowing in Historic Downtown Steubenville. The Trust Committee will be outlining buildings within the Nutcracker Village with Christmas lights, increasing the festive atmosphere and providing some European charm. This project is limited to **5 exclusive sponsorships** - perks include prominent signage at the event site, an Ad in the Nutcracker Program (min. 4,000 distributed) & linked advertising on the event website (avg. 200,000 views).

\$2000 - 4th Street Trees & Competition: 25 live Christmas Trees will be placed along 2 blocks of the 4th Street business district, distributed among the displayed nutcrackers. The trees will be decorated by local non-profits and classes as part of a holiday fundraising competition. Perks of this Exclusive Sponsorship include prominent signage throughout the event, and Ad in the Nutcracker Map, and linked advertising on the website and social media sites.

\$2000 - Children's Corner: The Local Montessori Academy will be organizing, staffing, and providing FREE children's activities for the duration of the Nutcracker Village. As a partial sponsor of this event, you or your organization will be recognized as one of the sponsors of this event and your sponsorship will help cover the costs associated with the crafts, games, performances, visits with Santa, and other activities during the event. Perks include signage at the event site, an Ad in the Nutcracker Map, and linked advertising on the website & social media sites. *5 available*

\$2000 - Gluhwein Garden Tent Sponsor: The Gluhwein Garden was open for all 6 weekends of the Nutcracker Village and served over 2,000 patrons in 2022! The tent is crucial to providing a warm festive space for visitors to gather and enjoy local craft beer & German mulled wine. Perks include signage at the event site and linked advertising on the website & social media sites. *This is an exclusive sponsorship.*



SOLD OUT



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Sponsor Package Details, Tier-3

\$5000 - St. Nicholas Lantern Parade: The St. Nicholas Lantern Parade is one of the most beloved events of the entire Nutcracker Village Season. St. Nicholas and his mysterious sidekick Schmutzli share their story with hundreds of children & families and then process down the middle of 4th Street to the Creche scene, where they leave their hopes & dreams for Christmas with the Christchild. Perks of this exclusive sponsorship include a banner at the head of the parade, prominent signage throughout the entire Nutcracker Village, an Ad in the Nutcracker Map, and linked advertising on the website & social media sites.



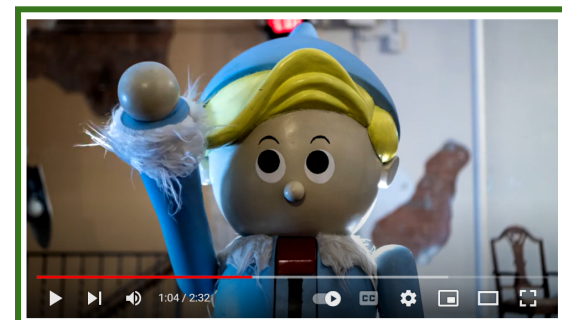
\$5000 - Nutcracker Viennese Ball: Although the Nutcracker Village has hosted several balls over the years, this will be the FIRST Viennese Ball. A glamorous evening of dancing (lessons included), desserts, fine drinks, and festive competitions will take place before Christmas and will serve as THE Nutcracker Village Christmas Party. This will be an occasion no one wants to miss! Perks of this exclusive sponsorship include logo signage at the event, prominent signage throughout the entire Nutcracker Village, an Ad in the Nutcracker Map, and linked advertising on the website & social media sites.



\$5000 - Gluhwein Garden: The Gluhwein Garden is quickly becoming one of the most popular stops at the Nutcracker Village, and one of the best fundraisers during the event! This sponsorship could be a monetary donation or an “in-kind” equivalent donation of wine or beer to be sold at the Gluhwein Garden. Perks of this exclusive sponsorship include logo signage at the Gluhwein Garden, prominent signage throughout the entire Nutcracker Village, an Ad in the Nutcracker Map, and linked advertising on the website & social media sites.



\$5000 - Stop-Motion Nutcracker Movie: This will be our FOURTH Nutcracker Stop-Motion video! Each year, we spend dozens of hours with volunteers moving our life-size nutcrackers inches at a time to create a professional stop-motion video that is several minutes in length. The video is released on YouTube and Facebook as an announcement of the Nutcracker Village season, and used throughout the following season for promotion. Each video has received 70,000-200,000 views! Perks of this exclusive sponsorship include logo at the end of the Nutcracker Video, prominent signage throughout the entire Nutcracker Village, an Ad in the Nutcracker Map, and linked advertising on the website & social media sites.





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2023 Sponsor Levels

Based on your total annual giving, you will be placed in the appropriate Sponsor Level and receive benefits in addition to those listed previously:

Mother Ginger Level (\$100-\$499)

- On our “First to Know” list for upcoming SCT events and new sponsorship opportunities
- Two drink tickets for the Nutcracker Village German Gluhwein Garden

Marzipan Level (\$500-\$1499)

All the previous benefits PLUS:

- Listing on the Steubenville Nutcracker Village Website for the 2023 Season
- Two additional drink tickets for the Nutcracker Village German Gluhwein Garden (4 total)
- Two complimentary tickets for the Nutcracker Viennese Ball

Land of the Sweets Level (\$1500-\$2499)

All the previous benefits PLUS:

- Logo on the Steubenville Nutcracker Village website for the 2023 Season
- Two commemorative Mugs & \$1 off all drinks at the Nutcracker Village German Gluhwein Garden
- Two additional tickets for the Nutcracker Viennese Ball (4 total)

Sugar Plum Fairy Level (\$2500-\$3499)

All the previous benefits PLUS:

- An ad in the 2023 Steubenville Nutcracker Village Placemats distributed at all participating restaurants
- Two additional drink tickets for the Nutcracker Village German Gluhwein Garden (6 total)
- Two additional tickets for the Nutcracker Viennese Ball (6 total)

Godfather Drosselmeyer Level (\$3500-\$4999)

All the previous benefits PLUS:

- One exclusive social media post during peak Nutcracker Village Season
- Logo on the back of all Volunteer hoodies

Nutcracker Kingdom Level (\$5000+)

All the previous benefits PLUS:

- Logo included on Steubenville Nutcracker Village Rack Cards distributed throughout 2023
- Invitation to participate in all the local parades on the Nutcracker Village Float



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2023 Patron of the Arts Program

- \$200 - Art Egg:** Sponsorship of an Art Egg for the 2023 Steubenville Eggsibition Season, including acknowledgement in marketing and promotional materials. *Only 35 available.*
- \$300 - Life-Size Nutcracker:** Sponsorship of a Nutcracker for the 2023 Steubenville Nutcracker Village Season with a sign by the nutcracker. *Limited availability for new sponsors.*
- \$1000 - Catfish:** Sponsorship of a NEW Catfish for the 2023 Catfish Crawl Artwalk Season with a sign by the Catfish. *Only 18 available!*
- \$1000 Tier-1 Sponsorship:** Recognition of your contribution to the Steubenville Cultural Trust with a sponsorship of a Tier-1 item, including acknowledgement in marketing and promotional materials
 - Yellow Brick Road, *exclusive*
 - December Billboard, *exclusive*
 - Light String Tree Photo-op, *exclusive*
- \$2000 - Tier-2 Sponsorship:** Recognition of your contribution to the Steubenville Cultural Trust with sponsorship of a Tier-2 item, including acknowledgement in marketing and promotional materials.
 - Polar Express Hayrides, *exclusive*
 - Sanctuary Garden, *exclusive*
 - 4th Street Lights, *5 available*
 - ~~4th Street Trees & Competition, *exclusive*~~
 - Children's Corner, *5 available*
 - Gluhwein Garden Tent Sponsor, *exclusive*
- \$5000 - Tier-3 Sponsorship:** Recognition of your contribution to the Steubenville Cultural Trust with sponsorship of a Tier-3 item, including acknowledgement in marketing and promotional materials.
 - St. Nicholas Lantern Parade, *exclusive*
 - Nutcracker Viennese Ball, *exclusive*
 - Gluhwein Garden, *exclusive*
 - Stop-Motion Nutcracker Video, *exclusive*



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Sponsor Information

Sponsor Name: _____

Contact Name: _____

Email: _____ Phone: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Please select one:

- Check included!
- Please bill us at the address above

Notes: _____

*Please return this page and the previous with your indication of sponsorship for the 2023 Cultural Series. Checks can be made out to the **Steubenville Cultural Trust** and mailed to P.O. Box 972, Steubenville, OH 43952. The Trust is a 501(c)3 organization. Your gift is tax-deductible to the fullest extent allowed by law. Should you have any questions regarding sponsorships or the Trust, please email Therese Fedoryka at SteubenvilleNutcrackerVillage@gmail.com or call (740)-632-8909.*