

**BIG News**

**Innovative Art Center** - GUILDiT is meeting the needs of the KC area by **opening a gallery, coworking, and studios**, moving from monthly to 24/7 services. The gallery will offer programming unique to our area. **Partner with us** to rebuild Kansas City Arts that enrich our community and **to achieve national recognition again as a 'best city' travel destination**. See page 3 for details.

**About GUILDiT**

**Groundbreaking** - GUILDiT educates artists on best business practices to increase their productivity and financial success. We utilize forums, workspaces, art shows, and similar programs that connect artists, business entrepreneurs, patrons, and resources to strengthen businesses and the economy.

**About Art/Biz**

**Biz Nationally** - from Small Business Admin. & US Bureau of Eco. Analysis, 2011

- Over 70 percent of U.S. businesses are owned and operated by sole proprietors.
- The arts industry makes up 4.2 of the nations GDP – a larger share than transportation, tourism, agriculture, and construction.

**Kansas City Arts** - from KC Rise / KC Chamber, May 2020 Report

- Of 24 industries in Kansas City, the arts has the greatest DOWNTURN.
- Of 24 industries in Kansas City, the arts has the greatest RECOVERY.

**Sponsor GUILDiT**

Help us rebuild art and entrepreneurship. At our events artists have received offers for grants and paying gigs, plus ideas for increasing their market, finances, and more. Our audience members have gained business ideas and expanded their network.

**Sponsor Benefits**

- Support a unique KC organization while receiving a tax-deduction
- Populate best business practices and help rebuild Kansas City's culture
- Promote from 3,500 to 20,000+ patrons
- Increase your brand recognition to a captive audience of artists, patrons, entrepreneurs, and college students.

**Some Current & Past Major Funders**



**GUILDit Successes** - GUILDit 2018-2019 survey data

- **86%** of GUILDit artists are able to better address business **Challenges**
- **78%** of GUILDit artists are able to better address business **Needs**
- **45%** of our presenters are **diverse**
- **2 top reasons why people attend GUILDit:** 1) to learn from other entrepreneurs; and 2) to connect & network.
- **2 revenue builders GUILDit facilitated:** 1) Dancer Maura Garcia receiving a second grant, this time \$20,000; and 2) Ada Koch and 6 artists were offered four of Bunker Art Center galleries for collaborative shows, and events.
- **Advocacy Achievement:** We were part of a coalition that secured \$350K in support for the KCMO 'entrepreneur and small business' sector of the budget.

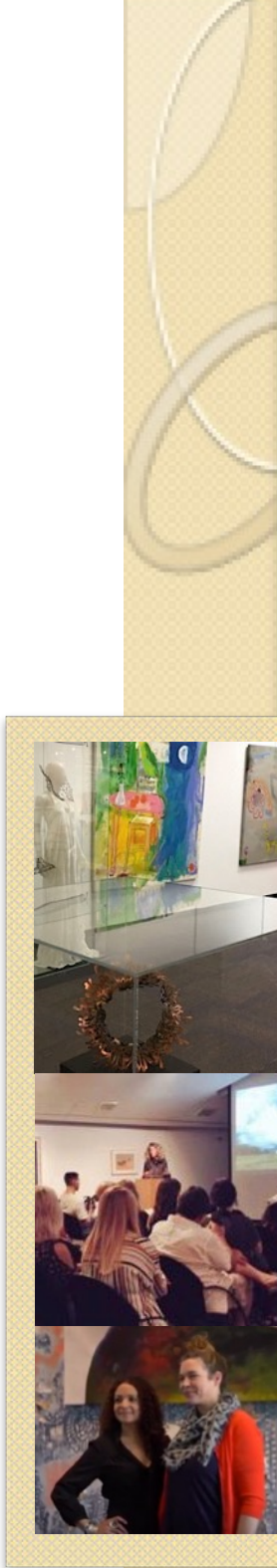
**1) Success Story, Grants Offered:** As a result of her GuildIt presentations and networking, Dancer Maura Garcia was **offered two grants**, first by JCCC Education Outreach Department then a **\$20,000 grant** by MAAA. Maura has since received the grants and has shared her talent with several communities.

**2) Success Story, Pro-Bono Social Media:** Visual artist, Dylan Mortimer, was approached by GuildIt alumnus, Steven Fuller, whose child has a similar disability as Dylan. **Steven's media firm offered to do pro-bono social media work for Dylan**

**GUILDit Testimonies**

"This meeting was **eye-opening**... Thank you (the presenters) for sharing a part of your behind the scenes inner-works." – Odell T., patron

"Guildit has shown me over and over that, it is **critical to expand networking** circles and learn best practices. Business and marketing are vital to an artist and that has been the toughest to integrate." - Teresa D., presenter



**Event Venues**



## The New Arts Center

Meeting the needs of artists and the community by opening an **innovative gallery, coworking, and visual art studios**. Moving from monthly to 24/7 services.

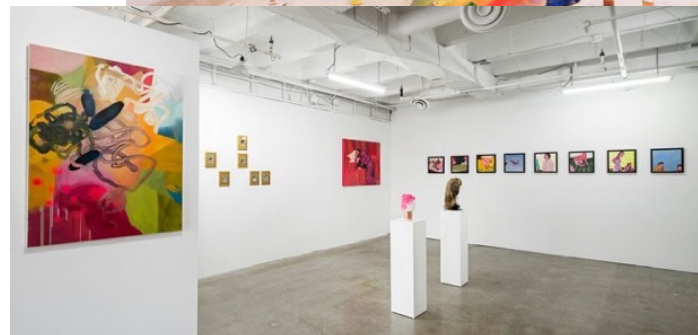
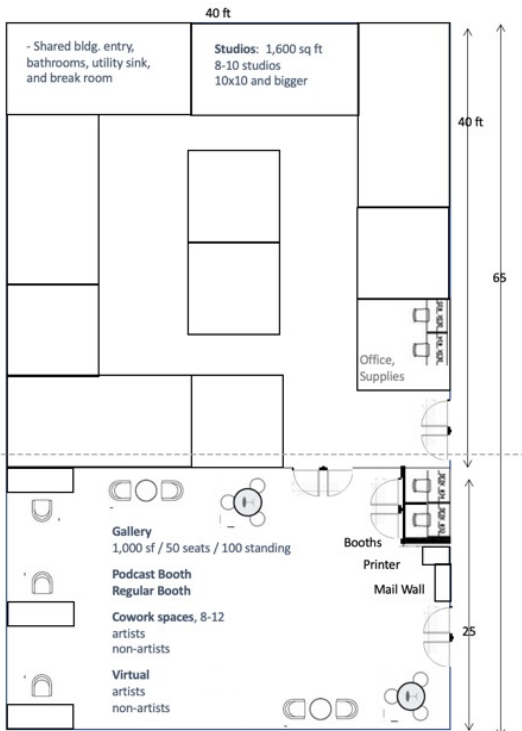
### Benefits of the Arts Highlights:

- \$276.1M is the total 2015 **economic impact** of arts & culture in KC metro. \$96M is art event-related spending on restaurants, retail stores, hotels,...
- Art programs are **powerful crime prevention** tools. They offer safe, engaging, and constructive environments. Plus, they reduce isolation by building community.
- Students from all social economics levels with an education rich in the arts have **higher GPAs and standardized test scores**, plus lower drop-out rates.

### Locations Currently Considering in the Kansas City Area:

Crossroads, West Bottoms, NE Kansas City, and South Kansas City. We do have a 'beat your best offer' in square footage.

### Possible Floor Plans from 1,500-4,000 sf





Sponsorship Levels >  
are tax deductible

**Sponsorship Benefits:**

	<b>PARTNER</b> \$ 7,500	<b>CHANGEMAKER</b> \$ 5,000	<b>INNOVATOR</b> \$ 2,500	<b>COLLABORATOR</b> \$ 1,000
<b>Logo Size</b> When displayed, size varies with level.	<b>largest</b>	<b>large</b>	<b>medium</b>	<b>small</b>
<b>GuildIt.org</b> Logo on GuildIt.org web pages for 12 months	●	●	●	●
<b>Newsletter Emails</b> Logo on 1,500 e-mail sends for each of the 12 months.	●	●	●	●
<b>Social Media</b> Postings on Facebook, Instagram, and LinkedIn with over 1,000 views of logo.	●	●	●	●
<b>Gallery Wall Display</b> - Your logo displayed in a frame on the wall of our new gallery.	●	●	●	
<b>Special Event Programming</b> - From town halls to speakers at KCMO Library. An event can draw 200+ in-person and double that in online views. - Online promotion and 1,500 emails sends w/ your logo for each event.	●	●		
<b>Special Event Programming, Plus Pack</b> - Custom event slide with logo and mention.	●			
<b>Beautiful print of KC's urban-scape</b> - Stunning print of KC's favorite spots by a well-known local artist. Print size varies with level.	<b>largest</b>	<b>large</b>	<b>medium</b>	<b>small</b>

**I'm interested! Who do I talk to?**

Great! Contact GUILDiT's Executive Susana B at <https://www.guildit.org/connect/>.

We are a 501C3 and Community Reinvestment Act certified.

**I like the idea, can I just donate \$100 or more?** Sure, and know that donations are tax deductible. Give with no fees at Facebook <https://www.facebook.com/Goguildit> or at GUILDiT <https://guildit.org/donate2/>. Send check to 31 W. 31 St; KC, MO 64108.