



Unleash the Power of Partnership as a RADA Corporate Sponsor, while supporting over 300 local artists.

2024 BENEFITS



WEBSITE EXPOSURE

Gain visibility from up to 12,000 monthly visitors and 33,000 page views on our website, and your logo links to your website.



NEWSLETTER SPOTLIGHT

Reach thousands of engaged readers with your advertisement in our monthly RADA email newsletter.



VISITOR KIOSK VIDEO

Reach tens of thousands of visitors at River Arts District video kiosks and in our booth at the Asheville Visitors' Center.



SOCIAL MEDIA CELEBRATION

Captivate your audience on RADA's Facebook (22,000 followers) and Instagram (14,000 followers) to celebrate your partnership.



STUDIO GUIDE + RADA MAP INFLUENCE

Elevate your presence through the distribution of 50,000 Studio Guides, and 70,000 RADA Maps, extensively circulated in local and regional studios, hotels, B&B's, visitor centers, and beyond. Secure year-round recognition with your logo on the dedicated Sponsor pages on each publication, and additional advertising opportunities within the sought-after Studio Guides.

Champion local artists and embrace the thriving River Arts District community. • Spotlight your support for the arts, resonating with your constituents as you celebrate creativity and culture. • 10% of all donations go to support our Scholarship Fund for Artist Members.



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2024 LEVELS OF GIVING (TAX-DEDUCTIBLE)

PATRONS / \$5,000



WEBSITE

- Image and ad feature on new “Things to Do” Page
- Ad on new rotating horizontal banner that appears on all pages
- Large Logo on new Sponsorship Page



STUDIO GUIDE

- Large Logo on the Sponsor’s Page



RADA MAP

- Medium Logo on the Sponsor’s Page



NEWSLETTER

- Logo appears in sponsorship area (footer)
- Spotlight Ad Twice Per Year



VISITOR KIOSKS

- Large Graphic Ad



SOCIAL MEDIA

- Once per quarter RADA will post a reel made by the Sponsor on our Instagram and Facebook accounts.

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2024 LEVELS OF GIVING (TAX-DEDUCTIBLE)

CURATOR / \$2,000



WEBSITE

- Logo appears on new “Things to Do” Page
- Ad on new rotating horizontal banner that appears on all pages
- Medium Logo on new Sponsorship Page



STUDIO GUIDE

- Medium Logo on the Sponsor’s Page



RADA MAP

- Small Logo on the Sponsor’s Page



NEWSLETTER

- Logo appears in sponsorship area (footer)



VISITOR KIOSKS

- Small Graphic Ad



SOCIAL MEDIA

- Twice per year RADA will post a reel made by the Sponsor on our Instagram and Facebook accounts.

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2024 LEVELS OF GIVING (TAX-DEDUCTIBLE)

ART ALLY / \$500



WEBSITE

- Small Logo on new Sponsorship Page



NEWSLETTER

- Name appears in sponsorship area (footer)



STUDIO GUIDE + RADA MAP

- Business listed on the Sponsor's Page



VISITOR KIOSKS

- Small Logo on Sponsor's Slide

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RADA MAP SPONSORSHIP

\$5,000 1/4 AD (ONLY COSTS \$1.40 PER MAP)

- 70,000 RADA Maps, extensively circulated in local + regional studios, hotels, B&B's, visitor centers, and beyond.
- Secure year-round recognition as 1 of only 4 advertisers on the sought-after back panel of the RADA Map.
- Special thanks mention on Sponsor's page of the RADA Map.

WEBSITE

- Rotating Stretch Banner
- Logo Appears on Every Page (footer)
- Large Logo on Sponsorship Page

VISITOR KIOSK:

- Large Graphic Ad

STUDIO GUIDE:

- Large Logo on the Sponsor's Page
(Advertising upgrades are also available.)

NEWSLETTER:

- Logo appears in sponsorship area (footer)
- Spotlight Ad Twice Per Year

SOCIAL MEDIA:

- RADA will post a reel made by the Sponsor once per quarter on our Instagram and Facebook accounts.



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RADA BANNER SPONSORSHIP

\$1,200 / BANNERS HANG FOR TWO YEARS (SO, THAT'S ONLY \$600 PER YEAR)

Align your brand with creativity through over 100 vivid art banners, guiding visitors by street name using color-coded references to the RADA studio map.

Command the attention of 75,000+ annual visitors to the vibrant River Arts District for 2 years amplifying your impact.

All banners must be in compliance with Asheville's City Regulations. This means the sponsor can pick the RADA artist to feature, or RADA can select from submitted artwork. Below the artwork in large type will read, "Sponsored by"



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