



Historic Ithaca invites you to participate as a sponsor of the Significant Elements 20th Anniversary Fair July 22-23 2011

On July 22 and 23, Historic Ithaca celebrates the 20th anniversary of the Significant Elements architectural salvage program, which was launched in 1991 as a seasonal, all-volunteer program to keep reusable house parts and building materials out of the landfill. Today, Significant Elements is a year-round, staffed program with over 7,000 customers annually. It has grown into a community resource for materials, product and contractor recommendations, hands-on training, and professional expertise.

The 20th Anniversary Fair will celebrate reuse and the traditional building trades with two days of building craft demonstrations, neighborhood tours, raffles, children's activities, a storewide sale, and a junk art contest.

Sponsorship Opportunities

Names and logos of all sponsors will be featured in e-news and press releases; on the Historic Ithaca and Significant Elements websites; on event posters, postcards, and flyers; and on event t-shirts.

Presenting Sponsors (up to 3)	\$1,000 donation supports the cost of rentals, permits, and marketing for the event.	Name and logo featured on a temporary banner leading up to and during the event; full-page ad in the Fair program.; and name on program cover.	Full-page ad in the Fair program (8" h x 5" w)
Raffle Sponsors	Donation of gift certificates or other items to be raffled.	Raffle sponsors will be named during the raffle drawing on Saturday, July 23.	Business-card-size ad in the Fair program (2" h x 3.5" w)
Kids Fun Sponsors	\$200 donation supports the cost of materials for children's activities such as painting birdhouses and making tile mosaics.	Kids Fun Sponsors names and logos will be featured on signage identifying the children's activity area.	Quarter-page ad in the Fair program (3.75" h x 2.25" w)
Businesses donating or discounting goods (such as t-shirts or refreshments) or services (such as printing or rentals) will receive recognition at the Raffle Sponsorship level.			

Contact: Kristen Olson, kristen@historicithaca.org, (607) 273-6633
Sponsorship Deadline: July 8 2011 Ad Deadline: July 13 2011



Significant Elements 20th Anniversary Fair July 22-23, 2011

Historic Ithaca invites you to participate in Significant Elements' 20th Anniversary as a sponsor of the "Re-Art Challenge" on Saturday, July 23.

Each team competing in the "Re-Art Challenge" will consist of four participants who are owners, employees, friends, or family members from a sponsoring local business or group. The competition will take place Saturday, July 23, 2011 from 10:00am to 4:00pm at Historic Ithaca's headquarters. Each team will create a sculpture or useful art object using reclaimed, recycled, or discarded materials. Three judges from the arts community will award first place to the team whose artwork best embodies the creative repurposing of reclaimed materials.

Sponsorship Opportunities

Names and logos of all Re-Art Challenge sponsors will be featured in e-news and press releases; on the Historic Ithaca and Significant Elements websites; on event posters, postcards, and flyers; and on event t-shirts.

Team Sponsors (limit 10 teams)	Enters a team of 4 to the "Re-Art Challenge" Entry fee: \$200 or donation of refreshments or prizes valued at \$200 or more	Team Sponsors will be recognized at the start of the contest and during the award ceremony	Quarter-page ad in the Fair program (3.75" h x 2.25" w)
Refreshment Sponsor	Donation of box lunches for up to 10 teams and 3 judges (up to 43 lunches total)	The Refreshment Sponsor will be recognized at the start of the contest and during the award ceremony	Half-page ad in the Fair program (3.75" h x 5" w)
Prize Sponsors	Donation of gift certificate (s) or items for the winning team and runners-up. Donations must be in an amount usable by four people.	Prize Sponsors will be named during the award ceremony	Business-card ad in the Fair program (2" h x 3.5" w)

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