



**GREATER EASLEY CHAMBER OF COMMERCE
DOWNTOWN EASLEY BUSINESS COUNCIL**

LEAVE YOUR MARK ON THE EASLEY ART TRAIL!

Sponsorship Opportunity

AT A GLANCE

DOWNTOWN EASLEY MURALS

- Mural projects enhance community spaces
- Contribute to beautification and cultural enrichment
- Enhanced festival and events

SPONSORSHIP BENEFITS

- Company features on website and social media
- Future advertisement opportunities
- Vinyl Decal to display your support

EASLEY BUSINESS PARTNER,

We are thrilled to extend this exclusive opportunity for you to become an integral part of a unique and impactful project – the creation of vibrant and stunning murals that will enhance our thriving community. As a valued business partner, you are being offered an opportunity to be a sponsor to create this lasting legacy for Easley.

PROJECT OVERVIEW

The mural project we are creating is not just a work of art; it's a statement, a symbol of unity, creativity, and community. It will be a visual representation of our shared values and aspirations. By becoming a sponsor, you are contributing to the beautification and cultural enrichment of our surroundings, while leaving an enduring mark for generations to come.

Discover the
Tier that
works best
for you



Tier 1 \$250

- Social media shout-out
- Vinyl window decal for you to proudly display your support in local arts
- Company logo on event banner
- Your company name featured on the Art Trail website page

Tier 2 \$500

- Social media shout-out with your company name + **logo**
- Vinyl window decal for you to proudly display your support
- Your company name + **logo** featured on the Art Trail website page & event banner

Tier 3 \$1000+

- Social media shout-out with your company name + **logo** + **hyperlink directly to your website**
- Vinyl window decal for you to proudly display your support
- Your company name + **logo** + **hyperlink directly to your website** featured on the Art Trail website page
- **Priority placement of company logo** on event banner
- **Additional prime advertisement opportunities at main event and during promotions**

Contributions

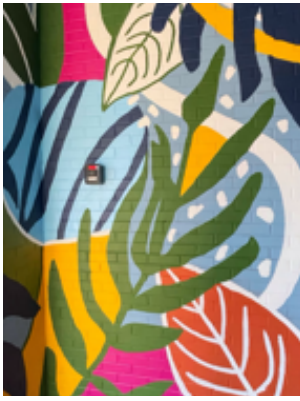
Checks payable to
Downtown Easley Business Council

Mail to
Greater Easley Chamber of Commerce
PO Box 241
Easley, SC, 29641

Your involvement in this project will have a lasting effect on our community, and directly contribute to Easley's economic & tourism vibrancy. By promoting exploration and increased family-friendly foot traffic, local business will be positively impacted.

*Warm regards & thank you
for your support,*

Greater Easley Chamber of Commerce
Downtown Easley Business Council



Presented by
Greater Easley Chamber of Commerce
Downtown Easley Business Council

EASLEY ART TRAIL

**A collaborative art,
culture & tourism project.**

Easley Art Trail & Mural Project

Our goal is to cultivate economic vibrancy through public art installation and community engagement. We hope to foster a creative culture within Easley, further establishing our area as a unique and exciting tourism destination.



“The arts drive commerce to local businesses. The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.”

- ARTS & ECONOMIC PROSPERITY 6: The Economic Impact of Spending by Nonprofit Arts and Culture Organizations and Their Audiences

www.americansforthearts.org

Master Mural and 150-Year Celebration

The Easley Chamber's Downtown Easley Business Council and the City of Easley have partnered to first establish a large master mural. This mural will be located at Venture Church, chosen for its visibility and pedestrian access. Smaller murals will be pulled from the master to be incorporated throughout downtown Easley, encouraging exploration and social media engagement – thus creating an “art trail”.

Master Mural

Matteo Miles, a local, experienced muralist will work with our group to design the master mural. It will encapsulate iconic landmarks and ideas that hold significance for the City of Easley, particularly important in honoring Easley's sesquicentennial celebration in 2024. Located on a popular entry point to downtown Easley, it will serve as the centerpiece and focal point for the project moving forward; guiding smaller installations throughout the city.

Mural Festival

As a sponsor of our Art Trail Project, your contributions will serve the second phase of this project. Additional artists will be invited to create smaller murals in different locations throughout downtown Easley, in what we call a “mural festival”. While many of these smaller murals will be directly inspired by elements present in the master mural, each artist will bring their unique perspective and style to create a diverse range of artworks while maintaining a cohesive theme.

The festival will serve as a celebration of art and community engagement. The plan is to invite multiple artists to participate over the course of the designated weekend to allow residents and visitors the opportunity to explore and appreciate the artistry and creativity on display.

Additionally, we hope to incorporate interactive activities for kids and families to enjoy.



*Artist mock-up. Not a planned design.