



CHICAGO
CULTURAL
ALLIANCE

BUILDING CULTURAL CAPITAL

SPONSORSHIP OPPORTUNITIES



GET TO KNOW US

The Chicago Cultural Alliance's mission is to connect, promote, and support centers of cultural heritage for a more inclusive Chicago.

We are an active consortium of 40 Chicago-area cultural heritage museums, centers and historical societies who span 30 neighborhoods and 7 suburbs in the Chicago area and represent over 30 different cultures from around the world.

CREATING CONNECTIONS

An older Jewish couple share a conversation with a young Muslim woman at our annual gala, MOSAIC. At Inherit Chicago, the Alliance's biennial festival, a young public housing resident is brought together in conversation with a former refugee from Lithuania about displacement.

The Alliance creates invaluable connections like these between individuals, organizations, and communities to build understanding, and relationship in the Chicago region.

BUILDING UNDERSTANDING

"I think if all Chicagoans had the experience of going to an unfamiliar place and being welcomed, like I've been welcomed here, we'd have a much stronger city." - Robert Smith, Associate Director of the National Public Housing Museum

Alliance programs seek to build cultural understanding by offering a welcoming platform for individuals who might not usually go to cultural heritage institutions, space to experience them. Over 60% of attendees of Alliance events report the event brought them to a neighborhood or space they have never been to before. And nearly all attendees want to return to the neighborhood because of their positive experience at a cultural heritage institution.

SUPPORTING INNOVATION

"...There wouldn't have been a program without your support – I remember citing my 'grandiosity' when talking with you... the Alliance's funding and relationships were absolutely necessary ingredients to achieving ECAC's program." - Irene Falconer, Ethiopian Community Association of Chicago

The Alliance understands that for many community-based cultural heritage institutions, funding for a new idea can be hard to acquire. But we make it a commitment to support new, big ideas from cultural heritage institutions in the region, often helping them gain more support from other sources.

PROMOTING LOCAL CULTURE

Over 80% attendees to Alliance events learn about a new cultural heritage institution at World Dumpling Fest each year. That's an estimated 5,000 people learning in one day!

Creating engaging and educational events like World Dumpling Fest, that promote cultural heritage is just one way the Alliance works to amplify our diverse membership throughout the region.



WHAT MAKES US UNIQUE?

The Chicago Cultural Alliance is the only organization in the US committed to supporting and promoting cultural heritage centers, museums and historical societies. With over ten years of experience creating intercultural programs, dialogue and collaboration, we're known for creating thoughtful intercultural programs, and supporting the sustainability and development of cultural heritage institutions in the region.

Our diverse Core Membership embody what makes Chicago a truly global city. The Alliance's work supports and amplifies first-voice perspectives, preserving community and cultural histories and connecting heritage and cultural heritage institutions to today's social issues and topics.

In short, we work to create a vibrant future for Chicago, as active facilitators of memory and knowledge.

OUR AUDIENCES

Our audiences range from cultural consumers to cultural communities to scholars and civic leaders, and everywhere in between. They are seeking welcoming and accessible destinations to experience global and local culture, to learn, and connect with other Chicagoans.

By the Numbers:

Our audiences are actively engaged in experiencing culture. A majority (70% average) attend other cultural events such as museum exhibitions or art exhibits, concert or music events, theatrical or culinary events.

Our audiences attend our events to learn about a specific theme which our programs explore, to celebrate or learn about a culture, or to spend time with friends or family.

Our audiences are diverse in culture, geography and age. A majority range between ages 25-44 and are female.

Our model builds a more culturally inclusive and equitable region.



World Dumpling Fest

WORLD DUMPLING FESTIVAL

A day-long festival of global music and local food, art and culture, World Dumpling Fest is a community-driven, cultural extravaganza at Navy Pier's Polk Bros Park. Free to the public, the event brings audiences of all ages and backgrounds to enjoy dumplings, music and performance. World Dumpling Fest opens INHERIT CHICAGO, connecting audiences to culture in the neighborhoods.

EVENT HIGHLIGHTS

- 20 cherished Chicago ethnic restaurants converge to cook up old and new versions of cultural “dumplings” from the samosa to the gyoza and everything in between.
- Global acts that you can't see anywhere else on the Polk Bros Park stages at Navy Pier, curated by World Music Festival. Local performers of all ages join these acts showcasing Chicago as a top global city.
- Cultural Heritage Museum booths engage attendees in learning about cultural traditions through maker activities.
- Cultural demonstration tents hosted by cultural artists and chefs will demonstrate diverse culinary and artistic traditions.

BENEFITS OF SUPPORT

- Large Exposure, reaching over 1 million Chicagoans in the region - with strong virality on Facebook, Instagram and Twitter.
- Positive brand association, supporting community and culture in Chicago - with over 30 different cultures represented in the festival.
- Mission-driven event, promoting cultural understanding and respect - over 80% of audience members report learning something new about a culture other than their own.
- A diverse audience, with the largest demographic being 25-34 year olds and young families from throughout Chicago.
- An event at a prime Chicago location at Navy Pier, with high tourism throughout the summer and early fall, leading up to World Dumpling Fest.



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CHICAGO

INHERIT CHICAGO

A month-long festival of intercultural art, ideas and performance at neighborhood heritage institutions. It is the first and only intercultural festival that highlights the rich diversity across the city's neighborhoods, and promotes cultural and community understanding among young and old.

FESTIVAL HIGHLIGHTS

- An intersectional opening celebration with World Dumpling Fest: The Fest not only celebrates culture and communities, but promotes and connects audiences to the subsequent neighborhood events across the city throughout October
- Bringing a cultural heritage perspective to today's social and political issues: Inherit Chicago highlights and amplifies the first-voice cultural perspective that affect many communities today. Perspectives that are rarely heard are brought to the forefront with this Festival.
- Performance, Art and most importantly, discussion: Inherit Chicago partners diverse cultural heritage centers together to deliver programs that build cultural understanding in innovative and impactful ways. In 2019, over 40 cultural organizations will come together to participate.

BENEFITS OF SUPPORT

- The biggest program at the Alliance, Inherit Chicago has a reach of over 2 million and attendance on average of 9,000 that spans Chicagoland from Bronzeville to Evanston, Navy Pier to Schaumburg.
- Inherit Chicago is an innovative and powerful model for intercultural engagement in Chicago and nationally, recognized by MacArthur Foundation, the City of Chicago, and Chicago Community Trust with support.
- The festival is proven at increasing cultural understanding and changing people's perspectives about neighborhoods and cultural communities. In 2017, 84% of Inherit Chicago audience members reported events built their understanding of a specific culture, and 63% communicated events changed their perspective about a neighborhood they rarely or have never been to.

A photograph of a man with dark hair and a beard, wearing a blue cardigan over a plaid shirt, speaking and gesturing with his hands. He is in a room with other people and a water bottle visible in the foreground. The text "ACTIVATING HERITAGE" is overlaid in white capital letters.

ACTIVATING HERITAGE

ACTIVATING HERITAGE CONFERENCE

Activating Heritage is a two-day conference for cultural heritage professionals in the region to connect, engage, and learn.

CONFERENCE HIGHLIGHTS

- Conference Attendance is estimated at 100 professionals, from The Field Museum to the Filipino American Historical Society. Our promotions reach upwards of 2,000 museum and cultural professionals in the region.
- A one and a half day curriculum that focuses cultural professionals on how to target, strategize and engage different opportunities in their communities to build their cultural capital, whether it be through youth engagement, partnerships or programming.
- A conference schedule that allows for more than just learning - with an engaging vendor expo that connects Core Members with diverse products and opportunities to an opening reception that brings together staff and boards from our 40+ cultural institutions.

BENEFITS OF SUPPORT

- A targeted audience of museum and cultural professionals: Activating Heritage provides sponsors with a focused audience of over 100 cultural professionals, representing 60 different cultural institutions in the Chicago region, large and small.
- The knowledge you're helping to make the arts and cultural field more diverse, inclusive and equitable: Activating Heritage supports predominately ALAANA cultural institutions, helping to build their professional knowledge and capacity.
- A relationship that doesn't end when the conference does: Activating Heritage doesn't end like many conferences do, but extends throughout the year in seminar based learning environments. Sponsors get to extend their awareness through those opportunities, helping you to build meaningful relationships with our Core and Partner Membership, not just engage in a one-time "transaction".



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CULTURAL ALLY

The Alliance's season sponsorship, Cultural Ambassador sponsors receive an exclusive seat to all that Chicago's cultural communities have to offer, and top line recognition throughout the year.

ANNUAL PROGRAM & EVENTS

Cultural Ally sponsors benefit from supporting the Alliance's calendar of program offerings, from our support services that encourage innovation at cultural heritage institutions, to our intercultural events that invest and promote dialogue between diverse communities. Cultural Ally sponsors' support spans our 2019 calendar of programs and events including:

- Activating Heritage Conference & Workshops: the two-day conference as well as inclusion in our 4 annual seminars throughout the year.
- MOSAIC: the Alliance's Annual Gala
- World Dumpling Fest
- Inherit Chicago
- Conservation & Collections Seminars: Professional development that helps Alliance Core Members preserve and protect their history and collections for future generations.
- Cultural Allyship Program: an individual membership program that engages in diverse events throughout the year, special discounts and Cultural Ally gear.
- Alliance Annual Meeting: a public meeting that engages on top level strategy of the Alliance in the past year and moving forward.

BENEFITS OF SUPPORT

- Cultural Ally sponsors get the benefits of top line recognition throughout the year.
- Reach our diverse annual audience of 20,000 - 25,000 people and reach of over 3 million through out print and digital engagement.
- Brand alignment with our inclusive mission and programming, supporting cultural communities, and investing in their sustainability and innovation into the future.
- With this special annual sponsorship, you enjoy developing relationship with our diverse audience all year round, at a fraction of the cost.

2019 SCHEDULE



PUBLIC PROGRAMS



MEMBER EVENTS



CULTURAL ALLY EVENTS



GALA BENEFIT

WINTER

February 2, 2019 - Cultural Ally Night #1: Forgotten Forms

Cultural Allies will be introduced to the collaborative exhibit with Ukrainian Institute of Modern Art and National Museum of Puerto Rican Arts & Culture at the Chicago Cultural Center. Guests will be able to bus to both institutions.



February 10 & 11, 2019 - Activating Heritage Conference

A day and a half conference that brings together over 100 cultural heritage professionals at Columbia College.

SPRING

April 6, 2019 - Cultural Ally Night #2: International Game Night

Taking place at the DANK Haus German American Cultural Center, 10 Alliance cultural heritage centers will come together to present varied games specific to their culture. A day full of fun competition, strategy and culture!

April 14, 2019 - Conservation & Collections Digitization Seminar

Alliance members come together to learn best practices around digitization and digital conservation with the Chicago Collections Consortium.

May 6, 2019 - MOSAIC Gala Benefit

Join the Alliance for an evening celebrating cultural leaders in the region to take place at the Chicago History Museum.

SUMMER

June 17th, 2019 - Alliance Annual Meeting

A public meeting that brings together Alliance Members together to talk about the exciting future plans of the institution.



August, 2019 (Date TBA) - Cultural Cocktails

Join the Alliance for an exclusive evening that premieres Inherit Chicago programming and initiatives.

September 2019 - Cultural Ally Night #3: Chicago Muslims

The Third Cultural Ally night takes Allies to the Chicago History Museum to explore how the Alliance connects Partner and Core Member institutions together in collaboration through its newest Chicago Muslims exhibition.

FALL

September 29, 2019 - World Dumpling Fest

Over 40 cultural institutions, restaurants and performers descend on Navy Pier for this family-friendly annual event.

October 3 - November 3, 2019 - Inherit Chicago Festival

The Alliance's banner biennial festival, Inherit Chicago takes place throughout Chicago at your neighborhood cultural heritage institutions.

December, 2019 (Date TBA) - Cultural Ally Night #4: To Be Announced

Stay tuned for more information!

ALLIANCE PROGRAM SPONSORSHIPS

The Alliance offers a unique opportunity for you to get involved and connect with communities and broad audiences. Supporting Alliance programs and events create and validate a new model for intercultural engagement that actively combats ignorance and intolerance, while invest in cultural heritage institutions as activators of cultural tourism and development in their communities.

Sponsorships begin at just \$2,500 for a specific program or event, with benefits outlined below. For the most impact, our Cultural Ally Annual Sponsorship delivers year-round engagement and exclusive benefits for you and your network.

	Cultural Ambassador Annual Sponsorship (\$35,000)	Presenting Sponsorship (\$20,000)	Collaborating Sponsorship (\$10,000)	Supporting Sponsorship (\$5,000)	Participating Sponsorship (\$2,500)
Inclusion in the Alliance Annual Report	▲	▲	▲	▲	▲
Logo Recognition on the Alliance website programs page	▲	▲	▲	▲	▲
Complimentary tickets for employees & clients to your choice of Alliance events	▲	▲	▲	▲	▲
Recognition on all digital marketing for the program or event	▲	▲	▲	▲	▲
Exclusive “FAST PASS” Access to World Dumpling Fest	▲	▲	▲	▲	
Inclusion in the Alliance’s Cultural Allyship for your business or family	▲	▲	▲	▲	
Recognition on all print materials and advertising	▲	▲	▲		
Full Page Ad in the MOSAIC Program Book	▲	▲	▲		
Special onsite recognition at MOSAIC’s Cultural Reception	▲	▲			
Program title recognition	▲	▲			
Invitation to speak at Alliance Events	▲	▲			
Top recognition on Alliance materials, website, and digital communications across programming throughout 2019	▲				
Inclusion as a sponsor of MOSAIC with all the benefits associated (see attached)	▲				