



We have a MRACulous Opportunity for you.

Put the power of the arts to work for your business.

The Mimbres Region Arts Council continues to positively impact the local economy and enhance Silver City's image as a destination location through the aggressive marketing and production of signature events and programs. The arts touch people's lives, inspire, enrich and educate.

Your business can be part of that powerful experience. Become a sponsor today.

BENEFITS OF A BUSINESS SPONSORSHIP:

- Reach a broad audience base
- Extensive marketing opportunities & positive public relations
- Contribute to the quality of life in our communities
- Partner with a highly-successful and recognized leader in arts programming and innovation

ACCOMPLISHMENT AND CAPABILITIES – 2007-08 SEASON:

- Local, regional, and national press coverage
- Produced the largest free Blues Festival in the Southwest
- Successfully established a new Americana music festival – Pickamania
- More than 500 individuals and businesses members
- Strong community support with over 200 volunteers, 1600 volunteer hours, and \$20,000 in-kind contributions
- Demonstrated continuing strength and stability with income in excess of \$315,000 with a balanced budget

SPONSORS - 2007-2008 SEASON:

- 43 business sponsors
- 48,150.00 sponsor income

AUDIENCES:

- Residents of all ages in the Mimbres Region communities
- Business owners and people in professional practices
- Tourists
- Local and regional leaders
- Cultural entrepreneurs
- Arts organizations and local artists
- Students and educators in the Silver, Cobre, Deming schools as well as Eastern and Western New Mexico Universities

RECOGNITION

- The MRAC has been rated the number one Local Arts Council in the state by New Mexico Arts, a division of the Department of Cultural Affairs, for the years 2002, 2003, 2004, 2005, 2006 and 2008, and was in the top three for 2007.

