



ArtsUp SC

Sponsorship Packages 2025-2026

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Who We Are

Mission, Vision & Values

ArtsUp SC fosters artistic innovation and community connection by bringing together diverse artists across disciplines. We develop inclusive programming that elevates an array of creative voices and celebrates the cultural diversity of South Carolina's Upstate. Our work is centered on the belief that the arts are essential to a vibrant and equitable society.

Our History

ArtsUp SC is a new organization seeking to increase artistic collaboration and community engagement in the arts across the South Carolina Upstate. We have begun rapidly building a network of artists through community art nights, gallery exhibitions, and collaborative performances between artists of different genres. Our goal is to continue to develop and expand our innovative, community-driven, arts programming.

Who We Help

We work to uplift artists of diverse backgrounds and styles, enriching the cultural fabric of our communities and bringing new voices into the fold.

We create opportunities for artists to connect, collaborate, and engage across diverse artistic disciplines. We strongly believe that artists deserve fair compensation for their work. We are committed to ensuring that every artist we partner with receives equitable pay and meaningful commissions.

Our programming strives to enrich the cultural fabric of our Upstate community by uplifting and amplifying artists from diverse backgrounds and disciplines. Through innovative, collaborative programming, we invite community members to engage with the arts in fresh and unconventional ways. By offering free or low-cost performances and exhibitions, we strive to make the arts accessible and inclusive for all.

Our Impact

"We believe the most powerful art does not happen in isolation. It happens when painters meet poets. When dancers move to live music. When a sculptor finds rhythm in a drummer's beat. ArtsUp exists to create those collisions — to bring together artists of all kinds to create something that could not have existed otherwise."

- **Mike Ethridge, Executive Director**

We have begun to build a community of artists and art-lovers through the production and hosting of innovative and distinctive arts programming. We also collaborate with other arts organizations in the Upstate to showcase the work of various artists across different genres, thereby strengthening our shared impact on the community. Additionally, an increase in arts events and attendance drives more dollars into local businesses, making an arts-focused community a win for everyone.

13 The number of artists we have featured since April 2025

7 The number of events we have hosted for our community since April 2025

6 The number of different art genres we have brought together since April 2025

44,300,182 The number of dollars spent by the arts audience in Spartanburg in 2022-- dollars directly reinvested into local business and government. (*American for the Arts 2023 Arts & Economic Prosperity 6 Study*).



What Comes Next—And How YOU Can Help!

Our Upcoming Goals

This season, ArtsUp SC is inviting the community to experience storytelling through every artistic lens. Our Storyline Series draws inspiration from Harper Lee's *To Kill a Mockingbird*:

"You never really understand a person until you consider things from his point of view...Until you climb around in his skin and walk around in it."

This season's programming weaves together performances that speak to justice, empathy, identity, and the heart of human connection.

1. *Prologue Performance: New Chapters* The opening event in our *Storyline Series* will take place on **August 22, 2025**, at Fernwood Baptist Church. This multi-genre showcase will feature a dynamic lineup of artists from diverse backgrounds, spanning dance, poetry, music, and more. A portion of the proceeds will support the Uplift Outreach Center; an organization committed to providing a safe and affirming space for at-risk LGBTQ+ youth.
2. *An Evening with Marlanda Dekine* will feature powerful poetry performed by poet laureate, social justice advocate, and Hub City Writers author, Marlanda Dekine. Live music and dance will bring her evocative, community-rooted work to life. This immersive event will also feature a community discussion led by Marlanda. The event will take place on **Saturday, February 21**.
3. *Pivotal Performance: A Storyline Finale* will conclude our 2025/2026 Storyline Series **June 2026** (location and date to be announced). This final event will reunite featured artists from prior performances alongside new collaborators. The performance will provide the community with an opportunity to reflect on the season's themes and experiences. Through this dynamic performance, we hope audiences leave with fresh perspectives on art, connection, and the world around them.

Why Be a Sponsor?

I. Brand Visibility

We offer sponsors the opportunity to display branding on programs and banners, as well as advertising materials for our events.

II. Engagement Opportunities & Lead Generation

Sponsors will receive reserved tickets and priority seating at our events, along with opportunities to connect with community leaders, community members, and potential customers.

A vibrant arts sector drives local commerce, fuels creativity, and strengthens community identity. By supporting the arts, sponsors not only contribute to cultural enrichment—they also help create a dynamic environment that attracts and retains talented, highly skilled professionals.

III. Community Involvement

Sponsors of ArtsUp SC play a vital role in strengthening our community of artists while fostering greater public engagement and education across all art forms. Supporting ArtsUp SC means contributing to the development of a community where high-quality art in all forms is accessible to all.



Sponsorship Levels

Bronze - \$1,000 - \$2,500

- ★ Recognition as Bronze Sponsor
- ★ 5 tickets reserved per 2025/2026 Storyline Series Event
- ★ Sponsor logo on ArtsUpSC.org Website. Includes link to Sponsor website
- ★ Quarter page advert in event programs

Silver - \$2,500 - \$5,000

- ★ Recognition as Silver Sponsor
- ★ Half page advert in event programs
- ★ 10 tickets reserved per 2025/2026 Storyline Series Event
- ★ Sponsor logo on ArtsUpSC.org Website. Includes link to Sponsor Website
- ★ One reserved table (10 people) at 2026 Summer Soulstice Gala

Gold - \$5,000 +

- ★ Recognition as Gold Sponsor
- ★ Full page advert in event programs
- ★ Branding on media materials for sponsored events
- ★ 20 tickets reserved per 2025/2026 Storyline Series event
- ★ Sponsor logo on ArtsUpSC.org Website. Includes link to Sponsor Website
- ★ Two reserved tables (20 people) at 2026 Summer Soulstice Gala

Apply to be a sponsor [here](#) or email us at artinfo@artsupsc.org!