



CELEBRATING CREATIVITY,
DIVERSITY & CULTURE

Special Exhibition
Sponsorship Opportunities

SPECIAL EXHIBITION OVERVIEW



EXHIBITION: MARCH 2-APRIL 6, 2024

“This is Trans” Special Exhibition is the brainchild of photographer and digital artist Mx. Vincent-Natasha Gay (they/them; NV for short). It was started at the beginning of 2022 to bring visibility and awareness to transgender people of all forms. Transgender can be mistakenly thought of as a binary concept in which a person has to transition from one binary gender to the other, a/k/a male to female or female to male. Stigmas surrounding the community have pushed a belief that a transgender person is only valid if they transition fully with the use of hormone replacement therapy (HRT) and gender-confirming surgeries. While some transgender people transition in this way, this project seeks to bring to light that transgender is an umbrella that covers an array of identities; and that each is unique, beautiful, and fully valid. The goal is to illustrate that the only true way to transition is the best way for each individual. Participants in this project have been photographed as they are, showing the world that they are completely valid in their unique and diverse transgender identity and presentation. All participants have contributed their personalities, identities, compassion, and desire to see a world that truly accepts and loves them for the beautiful humans they are.

SPECIAL ARTIST RECEPTION: MARCH 23, 2024

The artist’s reception will be from 6:00pm to 8:00pm on **Saturday, March 23rd**. It will feature food and drinks, music, an artist presentation by Mx. NV Gay, and special guests including Miss Trans Massachusetts 2023, Chelsea Page Moses. The artist reception will be filmed by Salem Access Television and will be welcoming a vast array of press as well as the general public.

PORTRAIT SESSION EVENT: MARCH 23-24, 2024

There is a portrait session for transgender individuals who wish to participate in the “This is Trans” project and exhibitions. Participation is free and each individual will receive a copy of their portrait. Mx. NV Gay will be doing these sessions from 11AM to 5PM each day on Saturday and Sunday—hoping to see many individuals participate. Registration required.

SPECIAL EXHIBITION SPONSORSHIP



PRESENTING SPONSOR (ONLY 1)

\$3,000

- Name/logo with “Presenting Sponsor” locked up with Exhibition, Special Event Reception, and Portrait Sessions over the entirety of the Exhibit (March 2-April 6, 2024) and during the Special Event weekend (March 22-24, 2024) in all marketing materials and event signage – print and digital media. This includes posters hung at various Salem and North Shore businesses.
- Presenting Sponsor acknowledgment in press releases, newsletters, and other materials released.
- Presenting Sponsor acknowledgment and name/logo on all e-mails and electronic and print invitations to honored guests (state representatives, groups, etc.), Salem Arts Members and invitation lists, and other communications.
- Name/logo on the special event page (salearts.org/This-is-Trans) and throughout the Salem Arts website concerning the Exhibition and its events as Presenting Sponsor - with a special acknowledgment.
- Presenting Sponsor dedicated social media campaign to include at least 5 TikTok, 5 Instagram, and 5 Facebook special reels/videos/posts, including at least one of each by and/or with the President of Salem Arts, Miss Trans Massachusetts 2023 Chelsea Page Moses, and/or the artist NV Gay. This will be shareable for sponsor’s social media.
- Presenting Sponsor acknowledgment and name/logo on registration forms for the portrait sessions (electronic) and all materials during the portrait sessions March 23-24 (11am-5pm each day).
- Name/logo with Presenting Sponsor on signage at the Special Event Reception on March 23, 2024 - including banner opportunities inside and in display case outside.
- Ability to give out swag and/or marketing materials at the Special Event Reception **and** during the waiting time for the portrait sessions on March 23-24 (11-5pm - all days)(such materials must be approved by Salem Arts and artist).
- Opportunity for sponsor representative to speak at the Special Event Reception.
- Opportunity to take photographs with Miss Trans Massachusetts 2023 and artist Mx. NV Gay, and use one approved photo, (with proper attribution), in your marketing material and website through the end of the year.
- Thank you at the Special Event Reception and during spring Salem Arts reception on March 1, 2024.
- Full Presenting Sponsor acknowledgement in all other ways and forms for the Exhibition, Special Reception, and Portrait Session weekend.
- Special recognition, acknowledgment and ability to speak at NAGLY/BAGLY closed reception on March 22, 2024 along with signage and marketing material opportunities for that event as well.
- Other benefits to be determined in partnership with the Presenting Sponsor.

SPECIAL EXHIBITION SPONSORSHIP



SPECIAL EVENT RECEPTION SPONSOR (ONLY 1)

\$2,000

- Name/logo with “Special Event Reception Sponsor” locked up with Special Event Reception as the official reception sponsor.
- Name/logo on all print and digital media, flyers, advertisements and all other event signage as “Special Event Reception Sponsor”. This includes posters hung at various Salem and North Shore businesses.
- Special Event Reception Sponsor acknowledgment in press releases, newsletters, and other materials released.
- Special Event Reception Sponsor acknowledgment and name/logo on all e-mails and electronic and print invitations to honored guests (state representatives, groups, etc.), Salem Arts Members and invitation lists, and other communications.
- Special Event Reception Sponsor acknowledgment and name/logo on the special event page (salearts.org/This-is-Trans) and throughout the Salem Arts website concerning the Exhibition and Special Event Reception (special acknowledgment).
- Special Event Reception Sponsor dedicated reception social media campaign to include at least 2 TikTok, 2 Instagram, and 2 Facebook special reels/videos/posts concerning the Special Event Reception Sponsor, including at least one of each by and/or with the President of Salem Arts, Miss Trans Massachusetts 2023 Chelsea Page Moses, and the artist NV Gay. This will be shareable for sponsor’s social media.
- Name/logo with Special Event Sponsor on signage at the Special Event Reception on March 23, 2024 - including banner opportunities inside and in display case outside.
- Ability to give out swag and marketing materials at the Special Event Reception on March 23, 2024 (such materials must be approved by Salem Arts and artist).
- Opportunity for sponsor representative to speak at the Special Event Reception.
- Opportunity to take photographs with Miss Trans Massachusetts 2023 and artist Mx. NV Gay, and use one approved photo (with proper attribution), in your marketing material and website through the end of the exhibition time.
- Thank you at the Special Event Reception and during spring Salem Arts reception on March 1, 2024.

SPECIAL EXHIBITION SPONSORSHIP



SPECIAL EXHIBITION ADVOCATE

\$1,000

- Name/logo on all print and digital media, flyers, advertisements, and all other event signage and exhibition and portrait session signage and materials. This includes posters hung at various Salem and North Shore businesses.
- Name and/or logo acknowledgment in press releases, newsletters, and other materials released.
- Name and/or logo acknowledgment on all e-mails and electronic and print invitations to honored guests (state representatives, groups, etc.), Salem Arts Members and invitation lists, and all other such communications.
- Social media mentions on TikTok, Instagram, and Facebook - at least one post of each and one of them specific for sponsor by and/or with the President of Salem Arts, Miss Trans Massachusetts 2023 Chelsea Page Moses, or the artist NV Gay.
- Name/logo on the special event page (salearts.org/This-is-Trans) and throughout the Salem Arts website concerning the special exhibit.
- Name/logo on signage at the Special Event Reception on March 23, 2024.
- Opportunity to take photographs with Miss Trans Massachusetts 2023 and artist Mx. NV Gay, and use one approved photo (with proper attribution), in your marketing material and website until the end of the exhibition time.
- Thank you at the Special Event Reception and at Salem Arts Association spring opening on March 1, 2024.

SPECIAL EXHIBITION ALLY

\$500

- Name/logo on all print and digital media, flyers, advertisements, and all other event signage and exhibition and portrait session signage and materials. This includes posters hung at various Salem and North Shore businesses.
- Name/logo on the special event page (salearts.org/This-is-Trans) and throughout the Salem Arts website concerning the Exhibition and Special Events.
- Name and/or logo acknowledgment in press releases, newsletters, and other materials released.
- Name and/or logo acknowledgment on all e-mails and electronic and print invitations to honored guests (state representatives, groups, etc.), Salem Arts Members and invitation lists, and all other such communications.
- Thank you at the Special Event Reception on March 23, 2024.



ABOUT SALEM ARTS ASSOCIATION

Since incorporating as a non-profit in 2007, the entirely volunteer-run Salem Arts Association (“Salem Arts”) has produced hundreds of exhibits, events, and workshops - nearly all free of charge to Salem’s residents and hundreds of thousands of visitors from around the world. This has been made possible in part through collaborations with numerous local businesses and organizations, including the Salem Cultural Council, Massachusetts Cultural Council, the City of Salem, the Peabody Essex Museum, the Salem Chamber of Commerce, Salem Main Streets, Creative Collective MA, The House of the Seven Gables, Salem National Historic Site, and Salem State University.

Salem Arts began on Artists’ Row in Salem for years before growing into a space on the Essex Street Walking Mall. Continuing its growth, in 2020, Salem Arts moved to its new building featuring two floors of galleries and a shop at 159 Derby Street in Salem right after Salem’s Maritime Historic Site. This historic neighborhood places the Salem Arts amongst Salem's most popular travel destinations, including the House of the Seven Gables.

Salem Arts has received recognition and praise from a variety of entities, including being named as Artist of the Year by the Salem Cultural Council and nominated for the Community Service Award by the Chamber of Commerce. Salem Arts also awards scholarships, offers educational and volunteer opportunities, and provides other collaborations with colleges, including Salem State University.

Salem Arts membership has grown from 12 individuals in 2007 to hundreds of members today, including more than 180 regional artists who will exhibit their artwork in the various galleries. Salem Arts also offers memberships for people who wish to support the arts.

Admittance to the galleries at Salem Arts @ 159 Derby Street is always free.

MISSION

To bring art, in all its forms, to the community and bring the community, in all its diversity, to the arts in Salem, Massachusetts.



CONTACT US

FOR MUTUALLY BENEFICIAL SPONSORSHIPS

THIS IS TRANS EXHIBIT

EVAN DOOLEY
SALEM ARTS BOARD, DEVELOPMENT

✉ evanmdooley@gmail.com

☎ 781.526.6925

🌐 salemarts.org
159 Derby Street
Salem, MA 01970

