

TILT INSTITUTE
FOR THE
CONTEMPORARY
IMAGE

PHILLY

PHOTO

DAY • 4/1

InVISION²⁰₂₄

InVISION

TILT Institute for the Contemporary Image will be holding its annual fundraiser event, InVISION, on **Saturday, May 18th, 2024.**

InVISION is a night of drinks, music, small bites, and art. It will feature an exhibition of artwork from Philly Photo Day, a community-wide open call.

InVISION is a ticketed event open to the public and focused on celebrating our community of image makers and our city of Philadelphia.



InVISION²⁰₂₄



Philly Photo Day

Philly Photo Day invites everyone to take a photo in Philadelphia on **April 5th, 2024** and submit it to TILT to be included in a free, public exhibition at InVISION.

Tourists, lifetime residents, and commuters are all welcome to participate.

The goal is to showcase Philadelphia from the vantage point of the diverse lives of those who inhabit, visit, work, or have fun in the city we love.



Philly Photo Day: Creative Placemaking

Started in 2010, Philly Photo Day is a signature event and exhibition for TILT (known at the time of the event's inauguration as Philadelphia Photo Arts Center).

It receives over 1,500 submissions on average.

Philly Photo Day encourages anyone with a camera or smartphone to be an artist - no matter their experience with photography.

Philly Photo Day turns Philadelphia into a site of creative inspiration.



InVISION and Philly Photo Day

After submissions are received, every single photo sent to Philly Photo Day gets a place in a community-wide exhibition.

The exhibition debuts during InVISION in TILT's Project Space.

InVISION is a fundraising event for TILT's many programs and services but it has a dual purpose: it also demonstrates the artistic richness and creative capital existing in Philadelphia.

TILT INSTITUTE
FOR THE
CONTEMPORARY
IMAGE

TILT PRESENTS
**PHILLY
PHOTO
DAY** 4/1

InVISION 20
24



InVISION and Philly Photo Day: Community-Oriented

Top Tier External Support

TILT will be working with the Philadelphia-based marketing agency En Route for Philly Photo Day. En Route will be providing top-tier PR and marketing services to ensure a well-publicized event.

Digital Marketing

Both events will be marketed across TILT's social media channels, newsletters, and website.

- TILT has approximately 25,000 followers across its various social media channels.
- TILT's email marketing database has over 10,000 individual email addresses.
- An SEO marketing strategy will support Philly Photo Day's and InVISION's digital reach.

In the Community

Physical posters and advertisements will be placed around the vicinity of TILT, which includes the arts-centered Northern Liberties and Fishtown neighborhoods.



Your Support

Valuable Community Connection

By supporting InVISION and Philly Photo Day, you are showing that you value the creativity and artistic spirit in our city and believe in making it available and accessible to all.

Your participation raises necessary funds that support **TILT's mission of supporting contemporary photographers and image makers of every level.** All proceeds make it possible for TILT to foster a space for individuals to learn, network, create, and engage in socially conscious dialogue through exhibitions, fine art printing, free programs, artist residencies, youth education, and classes.

Belief in the power of imagemaking

A sponsorship shows you believe images can bring communities together, tell impactful stories, and highlight the diversity of our city.



Your Benefits

Recognition on all Philly Photo Day and InVISION Materials

- By joining as a sponsor of InVISION, you will be recognized on Philly Photo Day & InVision materials and advertisement spots – including both digital and print formats.
- Lead (\$20,000) and Visionary (\$10,000) sponsors will be mentioned in any outgoing press releases.
- Advertising with your mention will run from mid-March to the May 18th.
- Lead sponsors will be listed as *Philly Photo Day Presented by [Insert Company]* on all signage around Philadelphia.

Temporary Naming Rights

- Lead sponsors receive temporary naming rights of TILT's Project Space for the run of the Philly Photo Day Exhibit
- Dreamer (\$5,000), Visionary, and Lead sponsors receive naming rights over a speciality cocktail at InVISION.

Your Benefits

TILT's Digital Community

- Sponsors will have their name & logo on all InVision and Philly Photo Day communications that go out through our website, socials, newsletter.
- TILT will work with you to design creative ways to have your brand introduced to TILT's digital audiences through our social media and our email list.
- Potential options include: newsletter advertising spots, company mentioned in social media posts, and digital takeovers to raise your company's brand awareness.
- Exclusive access to TILT's community and audiences.



Your Benefits

- Sponsors will have their name & logo on all InVision and Philly Photo Day communications that go out through our website, socials, newsletter.
- TILT will work with you to design creative ways to have your brand introduced to TILT's digital audiences through our social media and our email list.
- Potential options include: newsletter advertising spots, company mentioned in social media posts, and digital takeovers to raise your company's brand awareness.
- Exclusive access to TILT's community and audiences.

