About GUILDid

Groundbreaking - GUILDid hosts innovative public forums and events. At our educational forums, two artists are given the opportunity to present their business for a hearty dose of business solution brainstorming. Be a part of a community that is inspired to grow their business, other businesses, plus the KC culture and economy.

About Art/Biz

Biz Nationally - from Small Business Administration & US Bureau of Eco. Analysis
- Over 70 percent of U.S. businesses are owned and operated by sole proprietors.
- The arts industry makes up 4.2 of the nations GPD – a larger share then transportation, tourism, agriculture, and construction.

Kansas City Arts - Arts & Economic Prosperity 5, 2015, Study Data
- KC's area arts spending per capita is $335, the national is $272, Johnson County per capita spending alone is $406.
- KC arts’ audiences numbers have grown by 40% from 2010 to 2015. This includes Kauffman Center performances to First Friday in the Crossroads.

Sponsor GUILDid

Help us grow art and entrepreneurship. At our forums our artists have received grants, paying gigs, ideas for increasing their market and more. Plus, our audience members have gained business ideas and expanded their network. Attend, share, promote, donate to our cause.

Sponsor Benefits
- Support a unique KC organization, plus the arts, artists and entrepreneurs
- Populate best business practices and help grow businesses
- Promote to 1500 - 40,000+ patrons
- Increase your brand recognition to a captive audience of artists, entrepreneurs, college students, and patrons.

GUILDid Past and Present Donors

susana@guildit.org  |  913-909-6667  |  GUILDid.org
GUILDit Successes - GUILDit 2016-2017 survey data

- 85% of GUILDit artists are able to better address business Challenges
- 77% of GUILDit artists are able to better address business Needs
- 52% of our presenters are diverse
- 49% of our presenters are women

- 3 top reasons why people attend GUILDit: 1) to learn from other entrepreneurs; 2) to learn about the KC art scene; plus 3) to connect and network.

- 3 revenue builders GUILDit facilitated: 1) Calvin Arsenia teaching music workshops for the KCMO Library; 2) Dancer Maura Garcia receiving a grant from JCCC; 3) Artist Robin VanHoozer representation by Weinberger Gallery.

Who Is Involved

Founder & Executive Director: Susana Bruhn is a visual artist and Chief Consultant of FluidUI User Centered Design.


Board members:
- Amy Bagnall, Owner, Rattlebox Marketing
- Susana Bruhn, Executive Director, GuildIt & Visual Artist
- Grant Harse, Associate, Lathrop Gage LLP & Musician
- Kimberlyn Jones, Officer, Economic Development Corporation
- Simon Kuo, Betablox Partner, Westside Studio Photographer, LightThread
- Brent Kimmi, Fringe Festival Director, KC Ballet Director
- Jon McGraw, President, Buttonwood Financial Group & Artspace
- Michael Williamson, Stockholder, Polsinelli Law Firm
- Becky Wilson, President & Chief Visibility Officer, WDS Public Relations

Event Venues
GUILDit Is Eye-Opening & Awesome

“This meeting was eye-opening…Thank you (the presenters) for sharing a part of your behind the scenes inner-works.” – Odell T.

“Awesome presentations at GUILDit KC from Annie Cherry and Vi Tran! Really enjoyed hearing about their artistic processes, future plans, and hearing their responses to (GUILDit) audience questions.” - Erika S.

Case Studies

1) New Lines of Revenue: During the Q&A session following her GuildIt presentation, National Slam Poet Champion Sheri Hall was offered: a) Payment to be a guest blogger; b) An agent referral was given for a new line of revenue, being voice-over work; and c) Encouragement by ArtsKC Paul Tyler to apply for residency programs, so as to write her first book produced by a publishing house.

2) Grant Offered: As a result of her GuildIt presentation, celebrating Native American month, Dancer and Choreographer Maura G. was approached by JCCC Education Outreach Department. They offered to write a grant on her behalf to provide dance integration workshops for education professionals. Maura has since received the grant and started sharing with the community.

3) Pro-Bono Social Media: Visual artist, Dylan Mortimer, was approached by GuildIt alumnus. Steven Fuller, whose child has a similar disability as Dylan. Steven’s media firm offered to do pro-bono social media work for Dylan.

Past Presenters

Our lineup is diverse and has included some of Kansas City’s most accomplished to rising artists in visual, performing, filmmaking and littered, such as Mark English, Jose Fuse, Heidi Van, Glenn North, Peregrine Honig, Molly Hammer, Vi Tran, Jerry Rapp, Damron Armstrong, Jane Gotch, UMKC & KCAI professors, ….
### Sponsorship Levels:

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<th>Level</th>
<th>Partner ($)</th>
<th>Changemaker ($)</th>
<th>Innovator ($)</th>
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<td>12 GuildIt Forums &amp; Panels</td>
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<td>Emails &amp; Social Media</td>
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<td>Events Live Mention &amp; Logo</td>
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<td>GuildIt KC Central Library Event</td>
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#### 12 GuildIt Forums & Panels
Custom slide with logo at 12 events totaling 400+ attendees and 24+ presenting artists, plus post event exposure in video.

#### GuildIt.org
Logo on home and about pages for 12 months

#### Emails & Social Media
Logo on 2000 e-mail sends for each of the 12 months, plus postings on Facebook and Twitter

#### Events Live Mention & Logo
Onstage mention with custom event slide

#### GuildIt I Million Cups & JoCo Library Events
- Pre-event social media promotion and 1000 emails sends w/logo
- Events total of ~200 attendees, streamed live
- Post event exposure w/logo in video and on social media

#### GuildIt KC Central Library Event
- Library ‘Sponsor’ title with exclusivity option
- 21,000 print mailing list and 23,000 email list sends with co. name
- With online and social media promotion by the library and GuildIt
- At event of ~150 attendees & 2 presenters
- Post event exposure w/logo in video and on social media

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**I’m interested! Who do I talk to?**
Great! Know we are **willing to CUSTOMIZE and offer exclusivity** to our sponsors. Contact GUILDit’s Executive Director Susana Bruhn, 913-909-6667, susana@guildit.org

**I like the idea, can I just donate $100 or more?** Sure, and know that all donations are tax deductible. Contact GUILDit’s ED Susana B, 913-909-6667, susana@guildit.org