

NOVEMBER 2018

FUTURE WORLDS

EARNING VISION ADAPT INFI
INQUIRY & SUBSTANCE

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www.dallasaurora.com



AURORA's Vision Statement

To transform Dallas into one of the largest global cultural destinations, with a cornerstone event gifted to the entire city.

AURORA's Mission Statement

AURORA is a free art event located across Dallas. The project presents interactive art works of light, video and sound in unexpected public spaces. Turning Dallas into one of the nations largest outdoors museums.

[AURORA LIGHT | VIDEO | SOUND BIENNIAL](#)

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BY THE NUMBERS

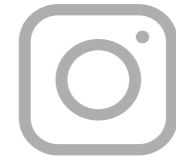
38 Million IMPRESSIONS



100,000+
VISITORS TO
dallasaurora.com

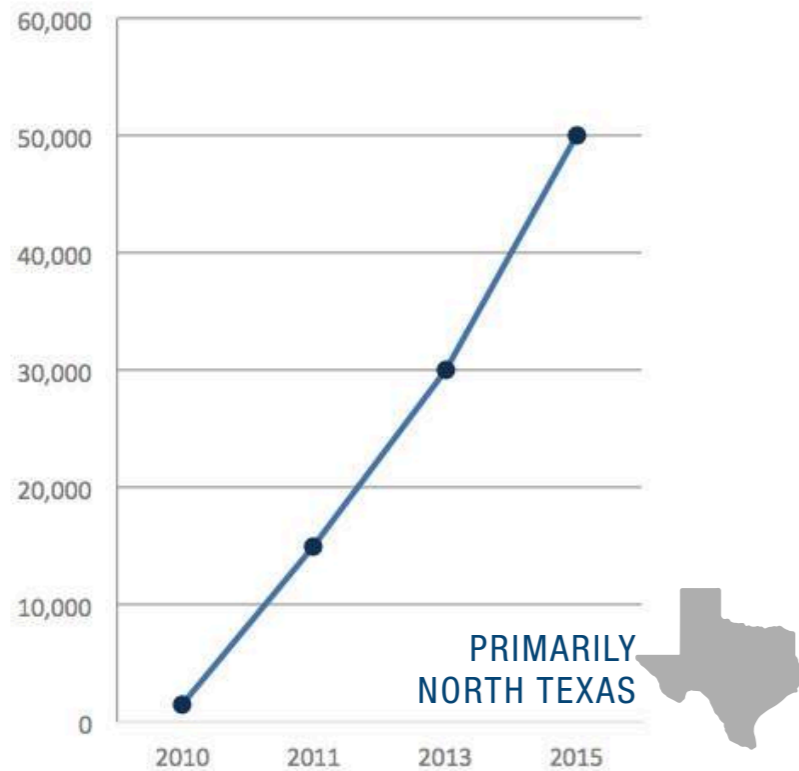


13.9M
TWITTER
IMPRESSIONS



5,174
PHOTOS TAGGED
ON INSTAGRAM

HISTORICAL ATTENDANCE



AGE



“I’ve been living in Dallas for 9 years and never have I been to a cooler event than Aurora.”
The Dallas Morning News

“Aurora is the biennial art event that puts all other art events to shame.”
Dallas Observer

“Aurora completely pushed the boundaries of what is possible in the Dallas Arts District.”
Dallas Mayor Mike Rawlings



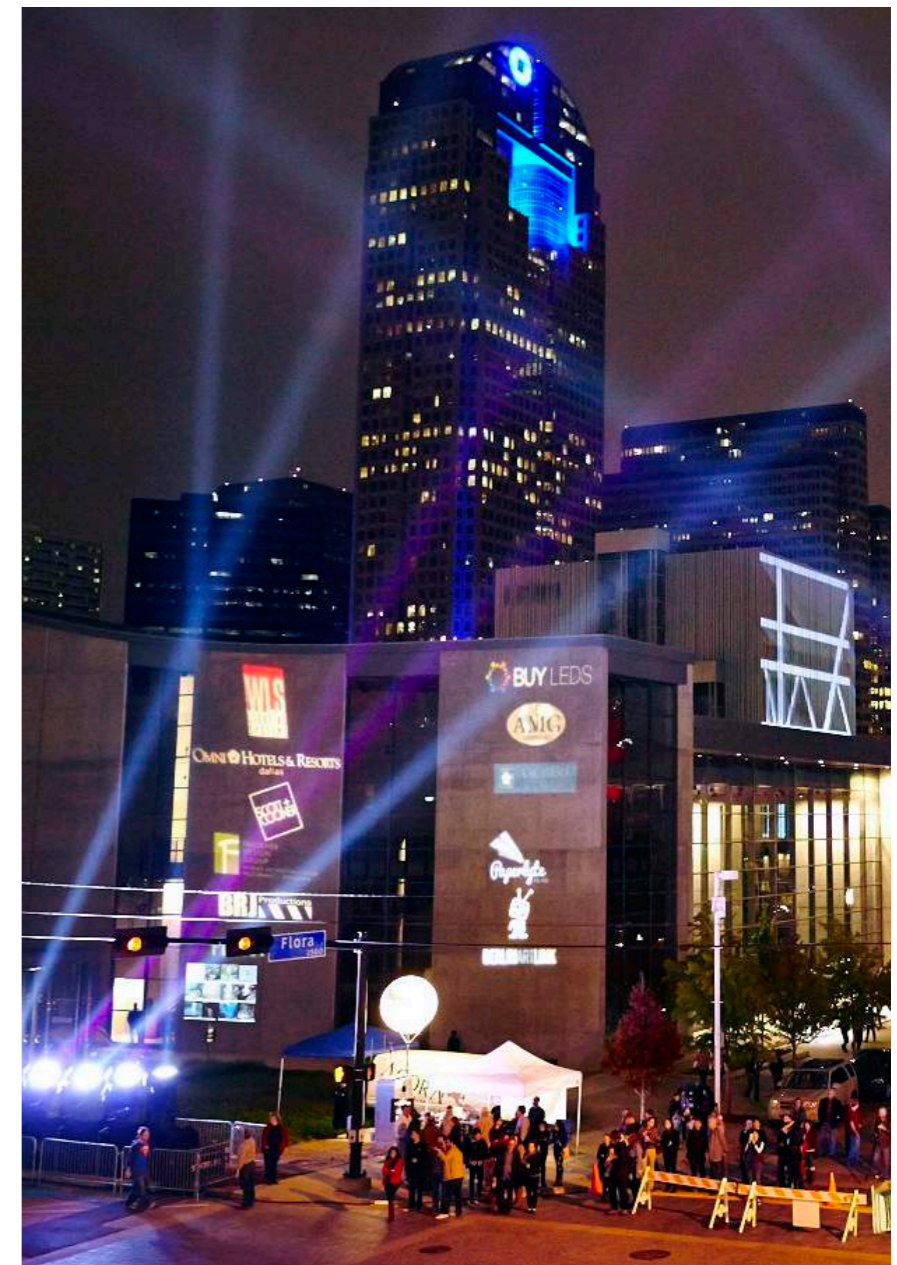


THE ART OF AURORA



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Sponsor Recognition



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Donor Party



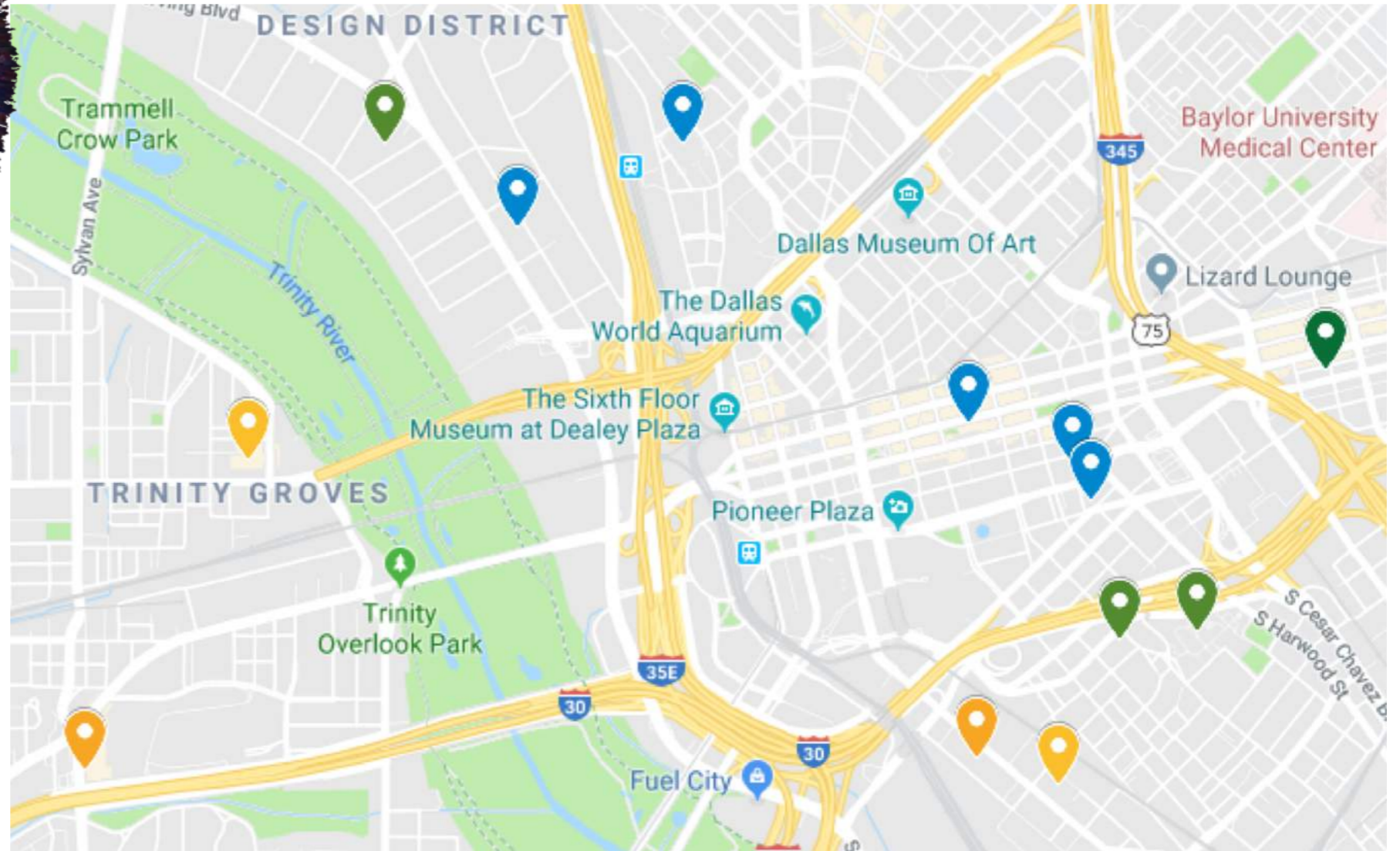
The 2018 Donor Party Saturday November 3rd brings together AURORA's prominent host committee, donors, sponsors, curators, and artists. The atmosphere is unique and treated like a work of art itself. It will be curated by a prominent artist and or collective to create a custom atmosphere.

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Texas Artists Grant Expansion



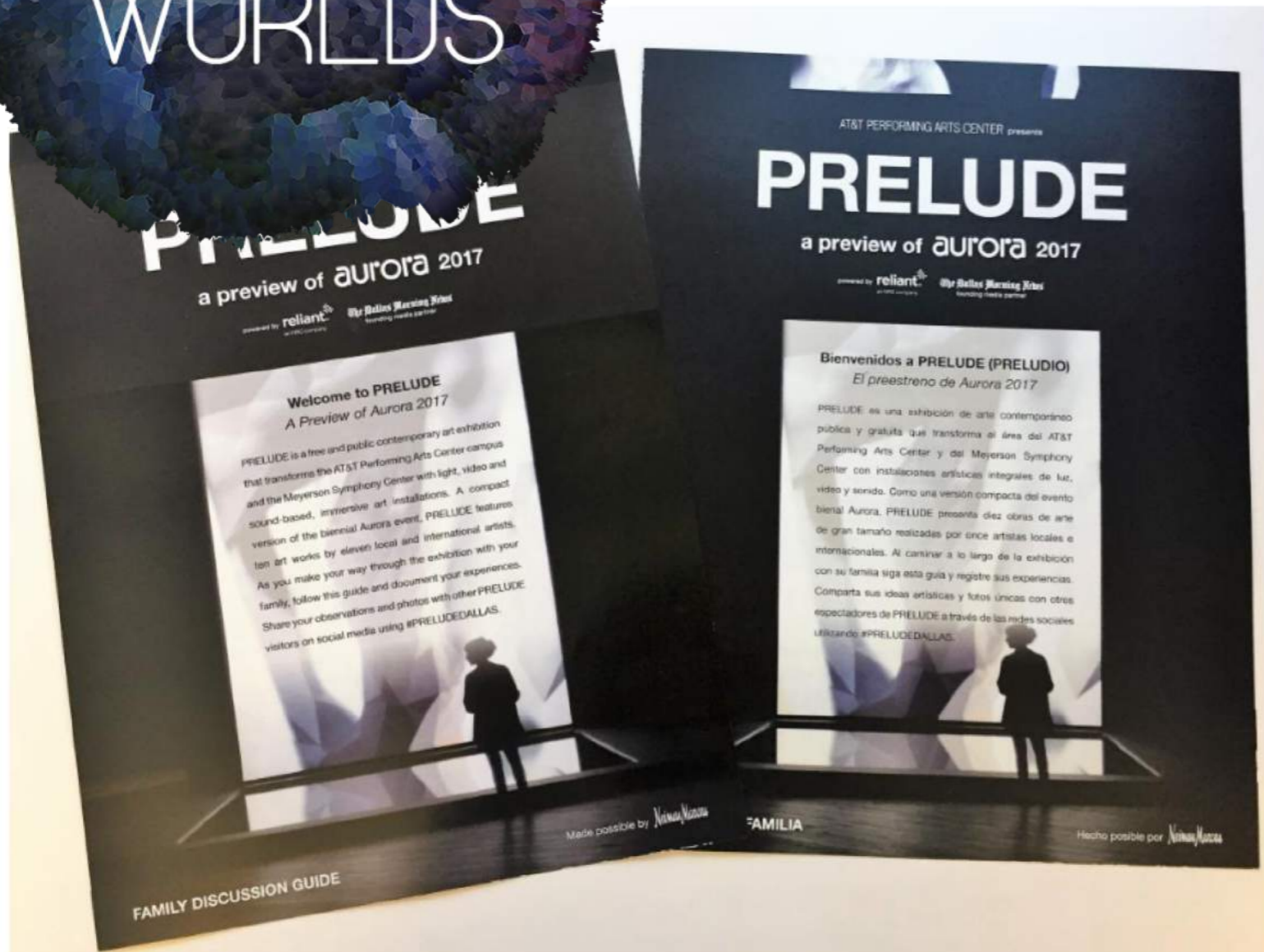
AURORA's expansion continues to grow with a Texas artists grant program in 2018. This program grows the the event to include multiple nights and districts across the city. Helping spread the **5 Million dollar economic impact** of AURORA.

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Art Guide

In order to help viewers find meaning in the art works, AURORA produces a guide with background information and suggested family activities. Art Guide will be distributed to AURORA guests over the course of the event, and digital versions will be available for download on AURORA's website. Guides will be available in both English and Spanish.



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Family Night

During AURORA Family Night, children and their families will be invited to arrive early for free family activities. Inspired by the art of AURORA, kids will create their own light sculptures, imaginary machines and magnetic paintings while. All ages are welcome and all activities will be free of charge.

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Student Exhibition

During AURORA Students will have an opportunity to exhibit their work along some of the world most renowned artists. Students from Booker T. Washington, The Winston School, Good Sheppard Episcopal School & Cristo Rey Dallas will submit submission to be curated and commissioned by an AURORA committee made up of local artists and leaders in the art community.

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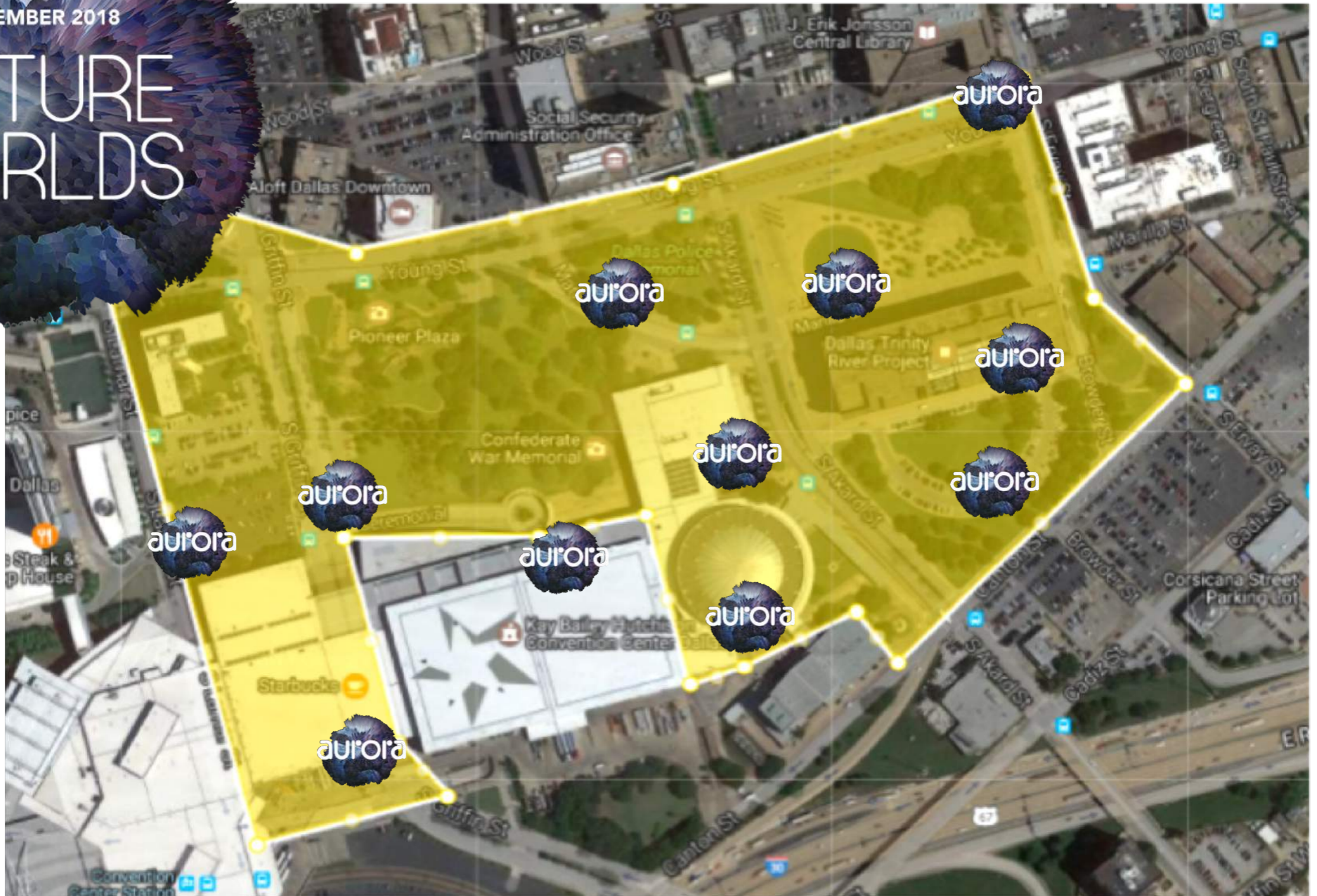


2018 VIEW FROM THE MAIN FOOTPRINT

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NOVEMBER 2018

FUTURE WORLDS



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2018 MAIN FOOTPRINT



**\$100,000
Signature Sponsor**

- Sponsor's branding on all paid advertising, marketing collateral, and digital channels.
- Sponsor's branding on all event entry signage and banners
- (1) sponsored major installation of high prominence during the event
- Exclusive wine sponsor for donor and sponsor events
- (15) tickets to Aurora Rising, a cocktail gathering overlooking Young Street during the magic hour when AURORA comes to life
- Access to Collectors Lounges throughout AURORA
- (10) VIP parking passes
- Sponsor inclusion in all future press releases
- First right of refusal in their sponsorship category for the next AURORA exhibition
- (10) Social media postings to AURORA's accounts

**\$50,000
Patron Sponsor**

- Sponsor's branding on all paid advertising, marketing collateral, and digital channels
- Sponsor's branding on all event entry signage and banners
- (10) tickets to Aurora Rising, a cocktail gathering overlooking Young Street during the magic hour when AURORA comes to life
- Access to Collectors Lounges throughout AURORA
- (5) VIP parking passes
- (5) Social media postings to AURORA's accounts
- Sponsor inclusion in all future press releases

**\$25,000
Collector Sponsor**

- Recognition at the entry to Aurora, online and select print media
- (5) tickets to Aurora Rising cocktail gathering overlooking Young Street during the magic hour when Aurora comes to life
- Private access to Collectors Lounges throughout Aurora with beverages and sustenance
- (2) VIP parking passes
- (2) Social media postings to AURORA's accounts
- Sponsor inclusion of all future press releases

**\$15,000
Artists Circle**

- Sponsor branding on select paid advertising and digital channels
- (2) tickets to AURORA Rising cocktail gathering overlooking Young Street during the magic hour when AURORA comes to life.
- Private access to Collectors Lounges throughout AURORA with beverages
- (2) VIP parking passes

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Together we can transform Dallas into one of the worlds largest cultural destinations.

For more information contact
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The Dallas Foundation (TDF) is the fiscal sponsor of AURORA, a component fund of The Dallas Foundation, a 501(c)(3), publicly supported charity, Federal Tax ID 75-2890371.

