



**PHOTOGRAPHIC
RESOURCE
CENTER**

**SPONSORSHIP
GUIDE** 24/25

**ADVANCING THE ART
AND THE ARTISTS**





WHAT IS THE PRC?



The Photographic Resource Center is a nonprofit, arts organization dedicated to photography programming. Since 1976, we've been a gathering place for a wide range of photographers from fine art to commercial to documentary and video. Our photographic community includes artists, collectors, curators, gallerists, educators, students, and photography enthusiasts. The PRC is a hub of explorative and artistic culture and is one of the premier cultural institutions in New England.



ENGAGING OUR SHARED COMMUNITY



SPONSORSHIP

Sponsorship of PRC Programs brings your business into the room! Connect with our highly-targeted audience to increase your brand's visibility within our vibrant community of photographers, photo enthusiasts, collectors, artists, industry professionals and students. As one of the premier cultural institutions in New England, the PRC is a trusted leader in the photographic community and a nexus for networking opportunities. Since our founding in 1976, we have made business partnerships pivotal to our mission. Your PRC sponsorship engages an active community of artists and provides vital funds for our programming.



YOUR SPONSORSHIP SUPPORTS PRC PROGRAMS



PRC Programming includes exhibitions, educational programs, artist talks, book signings and special events like our 2023 Moving Pictures a day of film and conversation. All of our programs are designed to support the advancement of the artists and photographic arts.

Our exhibitions emphasize new ideas in photography, ranging from provocative theme-based exhibitions to highly anticipated, juried exhibitions like EXPOSURE, and our annual PRC Student Exhibition. PRC Nights is an informal, free monthly event for members to share and discuss their work and process. Other ongoing programs include the annual PRC Speaker Series featuring internationally recognized artists speaking on a broad range of topics from art to culture, identity, and society. At the PRC we are committed to creating and maintaining a diverse, inclusive organization. We strive to be a place where all artists belong.

SPONSORSHIP 2024/25



EXPOSURE Sponsor
\$5,000 for exhibition & event
Provides key programming
support

EXPOSURE is the signature event of the PRC's exhibition programming. This annual show brings together work by national, international, and local photographers, as well as work by established and emerging artists. The show is open to the public and attracts a targeted audience of photographers, artists, collectors, photo enthusiasts and industry professionals, as well as the general public. Juried by noted art world professionals.

- **Our premier sponsorship with the broadest marketing reach**

EXCLUSIVE BENEFITS

- Premier logo/name placement with link on eNewsletter and exhibition webpage, and promotion on social media
 - Premier logo/name placement on the widely distributed Call for Artists announcement
 - Acknowledgement in Gallery Reception welcome announcement
 - Premier logo/name placement on gallery signage
 - Opportunity to distribute branded promotional materials at Gallery Reception
 - Premier logo/name placement in promotion of any exhibition-related events
-

SPONSORSHIP 2024/25



PRC Speaker Series 2024/25 Sponsor

\$6,500 for full series
\$3,000 per event



The PRC Speaker Series presents thought-provoking, timely conversations with internationally recognized photographers. Our headlining speakers attract a broad audience of photographers, collectors, students, artists and photo enthusiasts. Events will be hybrid (in person and online). Recent speakers include Wendel A. White, Jess T. Dugan, Abelardo Morell, David Hilliard and Rania Matar.

24/25 Featured Artist Speakers

Eugene Richards, September 2024

Laura McPhee, November 2024

Michael Sharkey, March 2025

Dudly Brooks, April 2025

*Schedule subject to change

BENEFITS

- Premier logo/name placement with link on eNewsletter and Speaker Series webpage, and promotion on social media
- Acknowledgement in Speaker Series welcome announcement and opportunity to address audience
- Premier logo/name placement at both online and in person event formats
- Opportunity to distribute branded promotional materials at event

SPONSORSHIP 2024/25



Exhibition Sponsor

\$1,500 per exhibition

Four to six curated exhibitions are produced throughout the year featuring a select list of invited artists. Sponsors receive direct access to a targeted audience during opening receptions and public gallery hours. Sponsors receive premier logo placement at the exhibition venue and on all marketing materials.

BENEFITS

- Logo/name placement with link on eNewsletter, exhibition webpage and promotion on social media
- Acknowledgement in Gallery Reception welcome announcement
- Logo/name placement on gallery signage
- Opportunity to distribute branded promotional materials at Gallery Reception
- Recognition at exhibition-related programs

PRC Nights Sponsor

\$300 per event

This free conversational, themed program showcases member art and artist talks followed by lively interactive discussion. PRC Nights alternate between online and in-person formats. Ample opportunities for Sponsor visibility and brand-awareness building.

BENEFITS

- Logo/name placement with link on eNewsletter and exhibition webpage and promotion on social media
 - Sponsor acknowledgment in program introduction
-



**PHOTOGRAPHIC
RESOURCE
CENTER**

**For more information about
sponsorship contact:**

Carol Parker
Development Coordinator
carol.parker@prcboston.org

MISSION

The Photographic Resource Center (PRC) is a collaborative, nonprofit organization with the mission of presenting, interpreting and advancing photographic art and lens-based media. The PRC is dedicated to the creation and nurturing of exceptional photography through public arts programming, exhibitions, lectures and educational opportunities. The PRC is committed to fostering an equitable and inclusive community to advance photographic art and ideas to all.

prcboston.org