

Beyond The Barrelman 2008

An Exhibition of Contemporary Filipino Art

September 2008
Mercury Café Gallery
1505 W. Chicago Ave., Chicago
BeyondTheBarrelman.com

2008 Sponsorship Packet

The "Beyond the Barrelman" exhibition is a collaborative effort by three Filipino-American not-for-profit organizations:



All photographs by Charles Mortel 2005

- CIRCA/Pintig Theatre Group
- The Filipino American Network (FAN)
- Tahanan Cultural Group

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About the Exhibition

"Beyond the Barrelman" originally staged in June 2005 at ACME Art Gallery, in Chicago's Wicker Park neighborhood. Nearly 1,500 people viewed the artworks during its month-long run.

From its inception, the driving vision of the exhibition was to shine a spotlight on the creative energy of Filipinos, both in the U.S. and abroad. This original mission continues to drive the "Barrelman" organizers and volunteers today. The exhibition will always be about the artists and celebrating their works.



2005 Highlights

35 Artists ❖ 72 Artworks ❖ Nearly 1,500 Viewers

About the "Barrelman"

Nobody knows where it started, but most Filipinos immediately recognize the ubiquitous and kitschy "Barrelman" carved figure. But how did it become the namesake for the biggest Asian American art show in Chicago?



A recurring theme that arose during the early planning stage was the challenge of overcoming certain stereotypes—even within the Filipino American community—about what constitutes contemporary Filipino art.

Contrary to many people's beliefs, Filipino creativity and craftsmanship went beyond oversized wooden spoons, seashell vases and illuminated holiday *parols*—"beyond the Barrelman."

It was a catchy title, and, more importantly, it caught the spirit of the group's secondary goal: increasing awareness within the community of how far Filipinos have come in the arts.



About The Organizers

CIRCA/Pintig Theatre Group

Pintig, which means “pulse” in Pilipino, was founded in April 1991, with a mission to serve as a voice of the Filipino American community by engaging in active cultural work—using art as a means to celebrate the community's rich history and culture.

With its parent organization, the Center for Immigrant Resources and Community Arts (CIRCA), Pintig believes that a strong voice for the community can be developed through the cultural arts.

The Filipino American Network (FAN)

FAN is a not-for-profit organization that calls, challenges and supports Filipino American young adults by providing resources, connections and opportunities to enrich their lives, support their growth and deepen their self-awareness of our Filipino heritage. In addition to the art exhibition, FAN also hosts the Chicago Filipino American Film Festival and other events for Chicago’s Filipino American community.

Tahanan Cultural Group

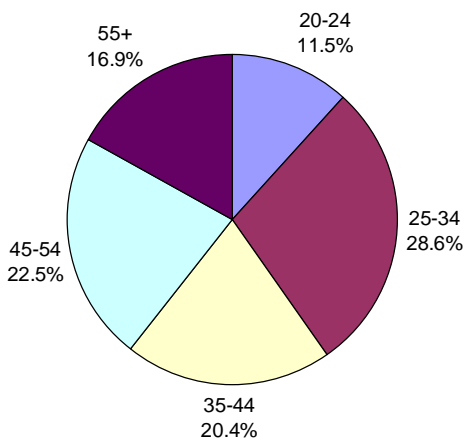
Tahanan, which means “home” in Tagalog, is working to establish the first U.S. Philippine museum in the Chicagoland area. Tahanan hopes to create an area with which the Filipino community can proudly identify, congregate and ultimately use as its epicenter.

About Our Community

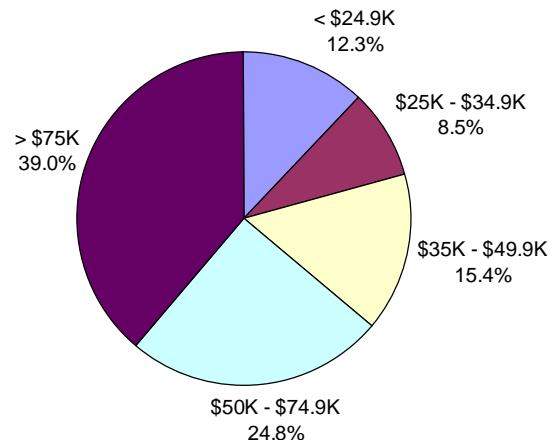
Filipinos and Americans of Filipino descent comprise the second largest Asian/Pacific-Islander ethnic group in the Chicago metropolitan area. With over 90,000 people of Filipino descent in the Chicago metropolitan area and 2.4 million in the United States, the exhibition organizers are dedicated to sharing the rich diversity of our culture with our local communities.

Filipinos in Chicagoland

According to the 2002 U.S. Census Report, more than 3 out of 5 Filipino adults in the Chicago metropolitan statistical area (MSA) were in the 20-44 age range.



Filipino Adults (20+)



Annual Income

Nearly 2 out of every 5 Filipino households earned an annual income of **at least \$75,000**. Moreover, almost two-thirds (2/3) of Filipino households made at least \$50,000 per year.

Finally, almost two-thirds (2/3) of Filipino adults over 25 had at least a Bachelors degree — and over **93% were high school graduates**.



Sponsorship Opportunities

The three community groups behind the *Beyond the Barrelman* exhibition are all 501(c)(3) not-for-profit cultural organizations.

Whether you're seeking to reinforce your brand with a target market or reach one of the most affluent and active consumer groups in Chicago, the *Beyond the Barrelman* exhibition is your vehicle.

In addition to the exhibition's aggressive promotional campaign and the daily walk-in traffic generated by the popular Mercury Café, the *Beyond the Barrelman* exhibition will host at least three major events during the exhibition period—offering more opportunities for exposure.

We offer three levels of sponsorship:

Sponsorship	Gold	Silver	Bronze
Donation	\$1,000	\$500	\$250
VIP reception invites	25	10	5
Program book ad	Full-Page	½-Page	¼-Page
Logo display on all marketing materials	✓	✓	✓
Hyperlinked logo on exhibition website	✓	✓	✓
Banner displayed during formal BTB events	✓	✓	
5-Minute presentation during one of 3 events.	✓		
Individual message page in BeyondTheBarrelman.com	✓		

Sponsorship packages can be customized to meet your needs. Please contact our sponsorship coordinator, Rose Olea, at Sponsorships@BeyondTheBarrelman.com, for more information.



Logo requirements

Please provide your logo in JPG or GIF format, with a pixel size of at least 400 x 400.

Banner requirements

Gold and silver sponsors should provide vinyl banners, ready to hang with eyelets and adequate strings. Because of space limitations, the banners are limited to 4' (width) by 2' (height). The banners will be hung during all official *Beyond the Barrelman* events.

Program book ad requirements

All program book ads are due no later than 10:00 PM, August 1, 2008. Camera-ready black-and-white ads should be emailed to Sponsorships@BeyondTheBarrelman.com, with the following (Width x Height) specifications:

- Full-page: 8" x 10"
- Half-page: 8" x 5"
- Quarter-page: 3.5" x 4.5"

In-Kind Sponsor

We are also accepting in-kind donations of services or items for various promotional and fundraising needs — including media placement and our silent auction.

Please contact our sponsorship coordinator, Rose Olea, at Sponsorships@BeyondTheBarrelman.com for more information or to arrange the details of your contribution

Advertisement Only in Program Book

Individuals, companies and organizations who wish to only place an advertisement in the program book should follow the parameters indicated above. Ad rates are as follows:

Full page Ad	\$200.00
Half page Ad	\$125.00
Quarter page Ad	\$75.00



2008 Sponsorship Form

Company/Organization	

Name	

Title	

Street Address	

City / State / Zip Code	

Phone Number	

Email	

Authorized Signature	Date

Yes, our company/organization would be pleased to sponsor the 2008 *Beyond The Barrelman* Exhibition at the following level:

Platinum

Gold

Silver

Please make checks payable to:
The Filipino American Network
516 N. Ogden **#151**
Chicago, IL 60622

The Filipino American Network (FAN) is a 501(c)(3) tax-exempt organization. Tax ID Number: 36-404800