PUMP HOUSE REGIONAL ARTS CENTER

2025-2026 SPONSORSHIP OPPORTUNITIES



ABOUT THE PUMP HOUSE REGIONAL ARTS CENTER

For nearly fifty years, Pump House Regional Arts Center has enhanced the quality of life in the City of La Crosse through accessible and inclusive arts experiences. A non-profit, 501(c)3 organization, the Pump House offers a wide range of visual and performing arts opportunities that promote education, participation and appreciation of the arts. Three art galleries, a theater, pottery and art studio fill the re-purposed municipal structure, originally constructed in 1880. Listed on the National and State of Wisconsin Registers of Historic Places the Pump House is a city landmark for locals and visitors alike.

Pump House art galleries are open free to the public six days a week, a total of 300 days a year, staffed by trained personnel offering information on current exhibitions, upcoming programs, and the building's history.

Your sponsorship or donation to the Pump House is an important part of supporting the arts for everyone in our community.



119 King Street,
La Crosse, WI 54601

608-785-1434

www.thepumphouse.org

contact@thepumphouse.org

PARTNER WITH THE PUMP HOUSE FOR:

TOURISM

In 2024 the Pump House invested $350,000 into its historic, city owned building. This first-floor men's and women's bathroom remodel and addition, increased capacity, safety, and accessibility. *Sponsored in part by ARPA Tourism Grant and First Supply.*

ARTS IMPACT

Low-income students who are highly engaged in the arts are more than twice as likely to graduate college than their peers with no arts education (Arts Education Navigator: Fact & Figures 2018).

Nearly 38% of La Crosse School District students are economically disadvantaged and receive federal free and reduced-price meal program.

COMMUNITY

72% believe arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities. (Americans Speak Out About the Arts in 2023, Americans for the Arts).

Through art we hold space for community across differences, decreasing misunderstanding and biases, and increasing the connections between us in a healthy and equitable way. (Arts + Community Cohesion, Americans for the Arts)

ECONOMIC IMPACT

45,000 people annually come through the Pump House doors. Total economic impact: $4.1M in 2024

HEALTH

Just 45 min of any art activity decreases stress hormones

Supporting Pump House accessible art galleries, workshops, and Artspire festival build opportunities for community engagement and allow people from diverse backgrounds to come together with a shared purpose.

VISUAL ARTS EXHIBITIONS & RECEPTIONS

The Pump House Gallery Exhibits feature regional and international, professional, and student artwork throughout the year. Pump House provides essential arts programming to our community through youth art exhibitions that highlight the importance of formal K-12 arts education that includes 25 area schools from 9 school districts and 3 youth organizations. Youth artwork is displayed alongside professional artists. Galleries are free to view six days a week.

Artist Receptions hosted draw generations of family and friends that provide an opportunity for the community to freely engage with the art and artists. Pump House Artist Receptions occur on First Friday Downtown Gallery Art Walk each month.

Arts participation correlates with lower rates of juvenile delinquency and truancy (Arts & Public Welfare, Americans for the Arts).



Sponsorship Opportunity

Kader Gallery – Single Exhibit Sponsor
$1,000 /exhibition or $10,000 for full season

Front Gallery – Single Exhibit Sponsor
$500 /exhibition or $5,000 for full season

Balcony Gallery Youth Exhibitions
$500 /exhibition or $5,000 for full season

Gallery Wall Remodel - $15,000

Sponsors receive:

- Recognition on signage in Pump House gallery
- Logo in Newsletters and Feature Emails
- Logo in gallery digital display slideshow
- Organization logo and site link on Pump House website Exhibition and Sponsor pages
- Mentions and Tags in Social Media Posts
- Co-Host on Facebook Event

PERFORMING ARTS - CONCERT & THEATER

The Pump House presents a variety of performances each season and provides a venue for theater and music groups throughout the year. Our jewelbox theater provides a functional and intimate experience for all.

Potential to reach 130 guests per show.



Sponsorship Opportunity

Pump House Theater or Concert Season Sponsor
$10,000

Lights Up! Fund - Update LED lighting improve the quality, sustainability, and longevity of the Pump House Jewel Box Theater.
$50,000 - currently %50 to goal

Grey Area Arts For All Performance Sponsor
$5,000

Show Stopper Sponsor
Starting at $2,500

Sponsors receive:

- 2 complimentary tickets with reserved seating for each sponsored performance
- Recognition in curtain speech
- Recognition on signage in Pump House entrance during sponsored event
- Logo in Newsletters and Feature Emails
- Logo in gallery digital display slideshow
- Ad on digital signage in Galleries
- Organization logo and site link on Pump House website Exhibition and Sponsor pages
- Mentions and Tags in Social Media Posts
- Co-Host on Facebook Event

ARTS EDUCATION

Classes and workshops are held year-round at the Pump House for students of all ages and skill levels. Our art studio includes instruction in clay, painting and drawing. We offer accessibly priced studio time for clay and art and outreach art classes with community partners

Tuition scholarships can include individual classes, outreach progamming, Summer Arts Fellowship Program and Be Green Progam.

Left: Fellowship Program Student. Right: Monthly Clay Class



Sponsorship Opportunity

Art Education Sponsorship
$10,000*
**Supports art education activities and instructor fees throughout the academic year*

summer youth art fellowship
$5,000

Art Studio Sponsor of the Month
$1,000 /month

Workshop Sponsor
$1,000

Tuitions:
Class Scholarship
$500

Sponsors receive:

- Logo in gallery digital display slideshow
- Ad on digital signage in Galleries
- Logo in Newsletters and Feature Emails
- Organization logo and site link on Pump House website Exhibition and Sponsor pages
- Mentions and Tags in Social Media Posts
- Co-Host on Facebook Event

FILM SOCIETY

The Pump House Film Society meets monthly September through May. We select films that are international and highly acclaimed that foster discussion of new perspectives. After each viewing, the audience gathers for discussion over a light meal. Film Society offers what 'Netflix and chill' cannot – personal growth from watching something you may not have otherwise sought, and a sense of camaraderie from sharing an artistic experience with your community.



Sponsorship Opportunity

Season Screening Sponsor
$10,000

Screening Supporter
$1,000 /month

Sponsors receive:

- Organization announced before screening
- Logo in gallery digital display slideshow
- Ad in gallery digital display slideshow
- Logo on dinner tables
- Logo in Newsletters and Feature Emails
- Logo and site link on Pump House website Film Society and Sponsor pages
- Mentions and Tags in Social Media Posts
- Co-Host on Facebook Event

ARTSPIRE

A production of the Pump House Regional Arts Center, Artspire La Crosse is a celebration of community through the arts. It is a free, all-inclusive experience of visual, performing and literary arts in a primarily outdoor setting. Artspire is designed to develop positive partnerships and engage all peoples and cultures of the La Crosse area. Artspire is completely free to attend thanks to our many community supporters and sponsors.

"68% of tourism in the US is driven by art". Through our largest event—Artspire La Crosse—we attract, engage, and connect people through the celebration of our communities diverse arts and culture, while promoting the City of La Crosse as an arts destination. La Crosse is an attractive location for today's most talented workforce.

People feel safe in communities with art and have more community pride.

Arts and culture participation help build community trust and cohesion and also make it more likely that residents will participate in the community in other ways.




Photo by Baxter Cochennet



Photo by Jerry Weigel

Join us in promoting creativity and inspiration in community.

www.Artspire.thePumpHouse.org

ARTSPIRE SPONSORSHIP OPPORTUNITIES

Event Sponsor - $20,000
- Organization logo displayed on Artspire stage & grounds
- Logo on posters
- Logo printed on event maps & schedules
- Emcee mentions at start & end of event and major breaks during performances
- Organization representative may introduce event
- Recognition in Radio, TV and Podcast interviews
- Logo in gallery digital display slideshow year round
- Ad for organization in gallery digital display slideshow year round
- Logo on website with a link to your Organization site year round
- Logo on footer of website
- Logo in Newsletters and Feature Emails
- Listed as sponsor & co-host on Facebook Event
- Logo on Facebook Event cover photo
- Featured Facebook post recognizing sponsorship
- Tag and mentions in Facebook & Instagram posts

Stage Sponsor - $10,000
- Business logo displayed on Artspire grounds
- Logo in gallery digital display slideshow month prior to event
- Logo on website with a link to your company site year round
- Logo on footer of applicable website pages
- Emcee mentions at start & end of select performance(s)
- Organization representative may introduce performers
- Logo in Newsletters and Feature Emails
- Listed as sponsor & co-host on Facebook Event
- Featured Facebook post recognizing sponsorship
- Logo and mention on select applicable performer posts in Facebook Event
- Tag in Facebook posts regarding select performers
- Logo on posters

Supporter - $5,000
- Logo on signage for your choice of Artspire program: Fine Art Fair & Sale, Interactive Arts, Volunteer
- Logo displayed on Artspire grounds
- Logo in gallery digital display slideshow
- Logo on website with a link to your company site year round
- Logo and mention on select applicable performer posts in Facebook Events
- Facebook post recognizing sponsorship

Artspire Artists Award - $5,000
- Organization name on award ribbons
- Logo displayed on Artspire grounds
- Your organization ad or logo on gallery digital display slideshow month prior to event
- Logo on event website with a link to your company site
- Logo and mention on select applicable posts in Facebook Event
- Organization representative may present awards

Friend - $100 - $5,000
- Organization logo displayed on Artspire grounds
- Logo on gallery screen month prior to event
- Logo on website with a link to your company site year round
- Logo in newsletter & feature emails
- Facebook post recognizing sponsorship

In-Kind - $500 - $20,000
- Organization logo displayed on Artspire grounds
- Logo on gallery screen month prior to event
- Logo on website with a link to your company site year round
- Logo in newsletter & feature emails
- Facebook post recognizing sponsorship

Contact us today to secure a sponsorship!

Company Name:_____

Contact Name: _____

Email:_____Phone: _____

Address:_____

Pump House Sponsorship Pledges

[ ] Visual Arts Sponsorship:

_____

[ ] Performing Arts - Theater/Music Sponsorship:

_____

[ ] Arts Education Sponsorship:

_____

[ ] Film Society Sponsorship:

_____

Artspire Sponsorship Pledges

[ ] Event Sponsor ($20,000)
[ ] Stage Sponsor ($10,000)
[ ] Supporter ($5,000)
[ ] Artspire Artist Award ($5,000)
[ ] Friend ($100 - $5,000)
[ ] In-Kind ($500 - $20,000)

[ ] Check enclosed - Payable to: Pump House Regional Arts Center - Memo: Pump House Sponsorship

Please complete and return form to address or email below:

Pump House Regional Arts Center
119 King Street, La Crosse, WI 54601
contact@thepumphouse.org