



Corporate Partnership



**John Michael
Kohler Arts Center**

608 New York Ave
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jmkac.org

Ashwini Ramaswamy
Creation Residency with
Etude Middle and High
School students at the
John Michael Kohler
Arts Center, 2022.

Our mission is to generate a creative exchange between artists and the public.

The work of the John Michael Kohler Arts Center has been supported by diverse partnerships for over 50 years. Our mission to generate a creative exchange between artists and the public is strengthened by collaboration, which is why our corporate partners are so important.

Partnerships are critical to maintaining free access to exhibitions, community events, and programs. Corporate partnerships have fulfilled many needs for the Arts Center and for the community by supporting our Levitt AMP Sheboygan Music Series, free and discounted school tours, scholarships to arts-based preschool, and fee waivers for workshops. In these and many other ways, our corporate partnerships help to enhance equity and belonging in our community.

We aim to help meet the needs and goals of our partners, as well. For corporate partners, that may include exclusive access to artists and educators, opportunities to use our one-of-a-kind facilities, arts-based corporate team building, and more. Partners have hosted board meetings and employee picnics nestled inside our galleries and gardens. We have designed ways for their executives, employees, and customers to engage more deeply with our programs and performances.

As we look to the future, we hope to continue these strong partnerships across our business community and the broader Sheboygan community through engagement and collaboration. We rely on diverse funding sources in order to serve our local Sheboygan community and an international community of artists—and corporate partners are essential to our continued growth and impact.

To all of our current partners in the business community, thank you. You have helped reach local, regional, and national audiences through Exhibitions and Collections, Performing Arts, Community Arts, and Education. To all the businesses we have not yet worked with, thank you for creating jobs and supporting our community in many and varied ways. We hope you will reach out to discuss the ways we can support each other and uplift the community together.

It is difficult to capture the essence of the Arts Center, but we invite you to explore this packet as a brief entry into our mission and impact.



Amy Horst, Director

Areas of Impact for John Michael Kohler Arts Center

The John Michael Kohler Arts Center (JMKAC) is an arts complex based in Sheboygan, Wisconsin. Visitors of all ages enjoy year-round access to arts programming, including rotating contemporary art exhibitions, live performances and events, classes and workshops, award-winning washrooms, a preschool, and a world-renowned collection of artist-built environments.

JMKAC reaches more than 150,000 people each year through our marketing and community engagement activities. But the true impact of our efforts cannot be measured with numbers alone.

Here are several **areas of community impact** enhanced by our **programming efforts** and **collaborative partnerships**. At JMKAC, we:



Present art exhibitions, performances, and cultural events that make Sheboygan a premier destination to live, work, and visit.



Promote community collaboration and partnership to strengthen our local economy and community.



Foster diversity, equity, inclusion, and belonging in all exhibitions, programs, events, and operations.



Develop arts-based learning opportunities for all ages, abilities, and income levels.



Cultivate individual and community wellness through creative exchange and belonging.

- 1 Midsummer Festival of the Arts, July 17, 2022.
- 2 Arts/Industry artist-in-residence Molly Bounds (left) in the Kohler Co. Foundry, 2022.
- 3 Ka Ly (right) leading Batik workshop.
- 4 Students from Morton East High School participate in a pewter casting workshop, 2021.
- 5 ExAIR event with artist Kevin Blythe Sampson (right) at the John Michael Kohler Arts Center.

We invite you to explore the many ways the Arts Center strives to serve, partner with, and benefit our community by *generating a creative exchange between artists and the public.*

Creative Exchange, Community, and Belonging

Our mission to generate a creative exchange between artists and the public fosters feelings of connection and belonging for thousands of people locally and regionally. Partnership opens doors, not only to **connect your company to our extensive network** of marketing, membership, and visitor touchpoints, but also to **become a part of their experiences and memories**. We can design activations to connect your brand with broad or specific audiences or to engage employees deeply with our mission and resources.



“The John Michael Kohler Arts Center has played an indispensable role in expanding the visual and performing arts throughout the Sheboygan community. The arts are a vital part of a community’s culture, and Acuity is proud to support JMKAC’s efforts through both our corporate partnership and the volunteer efforts of our employees.”
—Acuity

JMKAC connected eleven organizations with artists to facilitate free art-making experiences in the Social STUDIO Tent throughout the 2022 Levitt AMP Sheboygan Music Series, fostering community pride and belonging.



Over 2,000 people visited the Social STUDIO Tent and engaged with free community art at the concerts.



More than 5,330 people engage with free art-making activities at the Social STUDIO inside the Arts Center every year.



6,400 students tour and participate in workshops each year.



Community Arts programming at JMKAC connects artists and Sheboygan citizens to create murals, sculptures, performances, and more, strengthening the city’s appeal for both tourists and residents alike.



- 1 Presentation by Alex Gartelmann to Bayside Middle School students, part of the Mary Nohl Outreach Program, 2022.
- 2 Levitt AMP Sheboygan Music Series, July 23, 2022.
- 3 Nichole Canuso Levitt STUDIO tent activity, 2022.
- 4 Art Links Sheboygan workshop with artist Lee Hunter, 2022.
- 5 Visitors explore Sarah Zapata: a resilience of things not seen at the John Michael Kohler Arts Center, 2022.
- 6 Mural painting in the Social STUDIO with artist Isabel Castro (second from right), 2022.

Leveraging the Arts

John Michael Kohler Arts Center provides resources that can help individuals, organizations, and businesses reach their goals. Partnership with JMKAC can help your business and employees connect more deeply with our resources, experiences, and community of artists, families, and creative people from all walks of life.

The arts can help you reach across the community and region.

Locally

1,170 Sheboygan households (5.7%) are members of the Arts Center.

34,000 people attend **Levitt AMP Sheboygan Music Series** and **Midsummer Festival of the Arts**, which we are able to host **free of charge** thanks to our generous partners and donors.

45% of **Levitt AMP Sheboygan Music Series** attendees surveyed indicated they had also visited a local downtown business.

Regionally

79% of JMKAC visitors travel here from **outside of Sheboygan County**.

40% of members **live outside of Sheboygan County** at least part of the year.

Marketing

Partnership with the John Michael Kohler Arts Center opens multi-channel marketing opportunities that reach millions of people every year. Marketing achievements in 2022 included:



- **41,000** reached through **local print ads**
- **132,000** reached through print ads to the **Fox Cities**.



- **22,000** subscribers received **weekly e-blasts**
- **1,200** members received **monthly e-blasts**



9 radio stations promoted JMKAC's exhibitions and events



291,654 paid social media impressions per month



36.5% average e-blast open rate

Explore the many ways you can **leverage the arts to reach your goals**. The Arts Center offers team building arts challenges and volunteer opportunities that bring friends, colleagues, and community groups together. We offer group experiences such as pewter casting, silk painting, ceramics, dance, movement, and yoga. Most importantly, **we invite you to collaborate** on identifying activations that **engage your target** customers, employees, and stakeholders.

Let us know how we can best connect with your company and your employees. Contact Kelsey Lueptow, corporate relations specialist, at 920-694-4560 or klueptow@jmkac.org.

"My years as a teacher have shown me the importance of experiential learning. This is what makes field trips to the Arts Center so wonderful: the fact that with every tour, students get to roll up their sleeves and make things."
—Dannielle Arneson, teacher, Howards Grove School District



LADAMA workshop with the Yellow Preschool class, 2022.

All the Arts for All the People



Salsa Rueda Workshop with RCS. Photo: Angela Ramey.



Etude High School students during a master class with Sean Dorsey Dance, 2019. Photo: Kayla Becker.



Images above: Levitt AMP Sheboygan performance by Sheila Yang and Ntxhais Zam Hmoob, 2022.

All the Arts for All the People has been the motto of the Arts Center since its inception, and it remains a guiding principle today. Through partnership with JMKAC, your company can play an integral role in **leveraging the arts to increase tourism** and make Sheboygan the type of **community where people want to live, work, and belong**.

With support from our corporate partners, JMKAC strives to create welcoming experiences for our community that **break down barriers** of race, class, age, ability, gender, sexuality, culture, or identity. Our collections present diverse artists, from the vernacular to classically trained, and from local to global perspectives. Our performances and exhibitions spotlight voices from the **BIPOC, LGBTQ+, and disability** communities to bring new ideas and conversations around **diversity and inclusion**. Collaborations with organizations, foundations, and corporations also help us produce **Art Links Sheboygan** workshops for participants **aged 55 and better** and **SPARK!** experiences to enhance quality of life for adults with memory loss and their caregivers.

Thanks to our extensive partnerships and community support, the Arts Center provides many **resources for free**, such as admissions to our two locations, live music, art-making experiences, 4K preschool, wheelchair lifts, multilingual signage, and touch kits.

By partnering with the Arts Center, your company will **play a vital role** in fostering a welcoming, inspiring environment that sparks creativity and **enhances well-being** for people from all walks of life across Sheboygan, the region, and the contemporary arts community.

“Art just makes me feel like I’m a superhero ... It makes me feel like I’m happy ... and I could make other people happy too.”

—Steve, one of our visitors from RCS Empowers.



RCS Art Club members participate in a workshop in the Social STUDIO, 2022.

Putting the “Art” in Partnership

Our corporate partnerships are as **diverse as our community**.

JMKAC cannot maintain and grow our resources for education, community well-being, economic benefits, and so much more, without the **critical support** of our corporate partners. The Arts Center relies on **diverse revenue streams** in order to continue bringing art, music, joy, and opportunity to the region. A vision like ours requires **partners with creativity and ingenuity**. Through investment, sponsorship, volunteerism, and collaboration, our corporate partners truly **put the “art” in partnership**. In return, your business, your employees, and our community reap the rewards of providing increased access to cultural activities, exposure to a diversity of voices and experiences, an enhanced quality of life, and an elevated sense of community.

Tell us what a partnership with the John Michael Kohler Arts Center looks like to you. Contact Kelsey Lueptow, corporate relations specialist, at (920) 694-4560 or klueptow@jmkac.org.



Levitt AMP Sheboygan performance by The New Grey, 2022.

“I have lived in Sheboygan my entire life ... As a sponsor of the Levitt AMP [Sheboygan Music] Series, I saw firsthand how much joy the live concert music series brings to our community. I saw how everyone was welcome and it brought all ages together ... The Arts Center touches so many lives and brings happiness in not only the big events, but the day-to-day presence and lifting of the arts. I believe that this plays a role in personal healing and strengthens our community.”
—Dione Knop, Rogers Behavioral Health



The Hinterlands, Take Out Take Down at the John Michael Kohler Arts Center, 2021

“There’s a magic to the Arts Center and the galas that makes you feel like anything could happen. To be involved with an organization and events that make people feel that way is like nothing else in the world. Truly remarkable.”
—Tony Rammer, Johnsonville



John Michael Kohler Arts Center’s Benefit Gala, 2019.



Salsa Rueda with CONTRA-TIEMPO, 2021.

“The art center has been a powerful partner. This hasn’t been a one-off project but instead the Kohler Arts Center made an institutional commitment to working over the course of multiple years, trusting artists, meaningfully engaging community, and has shown a commitment to work both on stage and in the gallery as well as outside of the center. I see the Arts Center as a life-long partner”
—Ana Maria Alvarez, Artistic Director Contra-Tiempo Activist Dance Theatre, Los Angeles



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Levitt AMP Sheboygan
performance by LADAMA, 2022.

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