



**HOW CAN YOU HELP  
LIGHT UP LIGHT CITY?**

**LIGHT CITY**

**MORE LOVE, MORE LIGHTS!**

**APRIL 6-21 2018 • BALTIMORE**

NEIGHBORHOOD LIGHTS • APRIL 6-8

LIGHT CITY FESTIVAL • APRIL 14-21

LABS@LIGHTCITY • APRIL 18-21

**BALTIMORE**  
OFFICE OF PROMOTION & THE ARTS  
Arts • Events • Film



Landmarks, attractions, restaurants, parking garages, hotels, apartment complexes, corporate headquarters - the Baltimore Office of Promotion & The Arts (BOPA) invites buildings across Baltimore to show their civic pride and illuminate during Light City. Displays are on view from April 6-21, 2018 and registration forms are due to BOPA by February 1, 2018.

Click [HERE](#) to register.



## BENEFITS:

- Free program registration
- Promotion as a featured attraction of “Light City - Brilliant Baltimore” and a communications/marketing tool kit, including Light City images to use in marketing, promotional materials and social media
- Inclusion in the Brilliant Baltimore directory featured on LightCity.org, Light City app and Light City press kit
- Feature article about Brilliant Baltimore, listing all participants, in an edition of the Light City daily newsletter
- Light City window cling to promote your building's participation
- Complimentary passes to a special night at the Light City VIP Lounge

## BRILLIANT BALTIMORE – Community Showcase

We want communities city-wide to light up in a show of celebration and unity during Light City. With a little creativity, this can be done very inexpensively! Organize homes and businesses throughout your neighborhood to decorate with twinkle lights, special-colored porch lights, luminaries, etc.



**NEW for 2018!** All participating communities will be entered into the **“Best of BRILLIANT BALTIMORE – Community Showcase”** contest, an online voting competition to determine those neighborhoods that show the most community pride by lighting up during Light City! **The top vote-getter will receive \$2,018 for their community association, with up to nine honorable mentions receiving \$1,000 each for their community association!**

To be eligible for the cash prize, community light-ups should be organized by nonprofit, community and/or merchant associations, and remain on view from April 6-21, 2018. Registration forms are due to BOPA by February 1, 2018. Click [HERE](#) to register and receive complete contest rules and regulations.

*\*\*\* Full contest details, rules, and regulations will be sent and posted at a later date \*\*\**

### BENEFITS:

- Free program registration
- Promote your community a featured attraction of “Light City Brilliant Baltimore – Community Showcase”© and receive a communications/marketing tool kit including Light City images to use in marketing, promotional materials and social media
- Inclusion in the Brilliant Baltimore directory featured on LightCity.org, Light City app and Light City press kit
- Feature article about Brilliant Baltimore-Community Showcase, listing all participants, in an edition of the Light City daily newsletter
- Inclusion in on-site signage promoting the Brilliant Baltimore-Community Showcase, placed around the Inner Harbor during the Light City festival
- Call-out ad promoting your community on LED screen/s placed around the Inner Harbor during the Light City festival
- Complimentary passes for your lead community organizers to a special night at the Light City VIP Lounge
- Chance to win cash for your community

# LIGHT CITY -FRINGE

Collaboration is at the heart of Light City's success - more is more! To that end, we will promote a listing of art and culture-related performances, gallery openings, concerts and other activities - that are not produced by the Baltimore Office of Promotion & The Arts, but still amazing - across Baltimore from April 14-21, 2018. Registration forms are due by February 1, 2018. Click [HERE](#) to register.

## BENEFITS:

- Free program registration
- Inclusion in the Light City-Fringe directory that's included on LightCity.org, Light City app
- Light City communications/marketing tool kit including use of select Light City images for your marketing, promotional materials and social media
- Listing in a feature article about Light City Fringe in an edition of the Light City daily newsletter
- Light City window cling to advertise your participation
- Complimentary passes to a special night at the Light City VIP Lounge
- Official Hashtag: #lightcityfringe

*Please note: all Light City-Fringe events must be cultural offerings that are either visual or performing arts in nature; commercial endeavors are not eligible.*

# LIGHT CITY -DEALS & DISCOUNTS

Once again, Visit Baltimore will promote all the exciting offerings that add to the Light City experience. Hotels, attractions, museums, retailers, restaurants, bars and other members of Visit Baltimore join us to receive the following benefits:

- Promotion on Baltimore.org and LightCity.org
- Use of select Light City images for your marketing, promotional materials and social media
- Promote your offer as a featured "Light City - Deals and Discounts" participant
- Light City window cling to advertise your participation
- Complimentary passes to a special night at the Light City VIP Lounge

### DEALS AND DISCOUNT DEADLINE

*(this is only for members)*

February 19 - Click [HERE](#)

### LIGHT CITY EVENT DEADLINE

*(members and non-members)*

February 19 - Click [HERE](#)

## THANKS TO OUR LIGHT CITY LEADING SPONSORS



# NEIGHBORHOOD LIGHTS

In July of 2017, fourteen neighborhoods were selected to receive a \$15,000 grant for an artist in residency program during Neighborhood Lights. Selected artists who applied to the program will work directly with one of 14 participating neighborhoods to create an illuminated public project within the neighborhood of their residency.



The 14 participating neighborhoods for 2018 are:

- Brooklyn/Curtis Bay
- Belair-Edison
- Bromo Arts District
- Darley Park
- Federal Hill
- Hamilton-Lauraville
- Highlandtown
- Hollins Roundhouse/  
Southwest Baltimore
- Little Italy
- Locust Point
- Patterson Park
- Pigtown/  
Washington Village
- Remington
- Waverly

## ARTISTS

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Artists and artist collaborative groups applied to have an installation featured in the 2018 BGE Light Art Walk. For 2018, 20-30 installations are being sought to receive funding between \$5,000 and \$75,000. Artists that submitted a proposal were asked to consider both the audience and the outdoor environment of the festival of their proposed project. Each artwork on the BGE Light Art Walk will be open and operational for all festival hours for each of the eight nights Light City is open to the public. Interested in applying for 2019? Be sure to check back on the Light City website, follow us on social media for updates and sign up for the BOPA newsletter!

## MUSICIANS

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Sound Off Live!, Baltimore's "Battle of the Bands" showcases emerging bands/musicians from the Maryland, Delaware and Virginia region. The winning bands/musicians selected from Sound Off Live! will perform at Light City, Artscape or the Baltimore Book Festival. Bands/musicians will have fifteen minutes to perform three songs in front of an audience and a panel of judges on Wednesday, October 18 and Thursday, October 19 5:00pm to 10:00pm at Hard Rock Cafe Baltimore, 601 E Pratt St, Baltimore, MD 21202. A part of BOPA's annual *Free Fall Baltimore*, the event is free and open to the public. *Sound Off Live!* is produced by the Baltimore Office of Promotion & The Arts. Questions can be sent to Sam Hanson at [SHanson@promotionandarts.org](mailto:SHanson@promotionandarts.org).

## PERFORMERS

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Performance artists interested in strolling and pop-up illuminated performances at Light City should contact Randi Vega at [RVega@promotionandarts.org](mailto:RVega@promotionandarts.org) by December 1, 2017.

## VENDORS

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The Light City food and beverage program highlights the local food scene, while embracing the art installations along the BGE Light Art Walk. A posting for interested chefs and food establishments will be available on [lightcity.org](http://lightcity.org) starting October 11 and closing November 30. Non-food related vendor inquiries, please call 410-752-8632 for assistance.

## **LABS@LIGHT CITY - LEADERSHIP CURATORS**

Leadership Curators are invested community members and leaders that help to guide and advise the BOPA team on the direction of the programming for Labs@Light City by connecting us with the many communities throughout Baltimore. If you are interested in being a Leadership Curator contact Summer Cullen at [SCullen@promotionandarts.org](mailto:SCullen@promotionandarts.org).

## **LABS@LIGHT CITY - SPEAKERS**

Speakers interested in participating in Labs@LightCity contact Summer Cullen at [SCullen@promotionandarts.org](mailto:SCullen@promotionandarts.org).

## **VOLUNTEERS**

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To make the festival a success Light City relies on 350+ hardworking volunteers. BOPA volunteers go behind-the-scenes to help with Guest Services, Mini Light City, Labs@LightCity, social media and much more! We love our volunteers! Contact Markell Cassard by April 9, 2018 to apply: [MCassard@promotionandarts.org](mailto:MCassard@promotionandarts.org).

## **PRODUCTION ASSISTANTS**

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The Baltimore Office of Promotion & The Arts, producer of Light City, seeks enthusiastic, organized and hardworking Production Assistants, to help behind the scenes during Light City. Production Assistants will work closely on different parts of the festival including, performing arts, guest services, festival production, accessibility, and much more! Contact Markell Cassard by March 6, 2018 to apply: [MCassard@promotionandarts.org](mailto:MCassard@promotionandarts.org).

## **SPONSORSHIP PARTNERS**

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Light City is the festival of light, music and innovation featuring light art installations, performances and concerts along the BGE Light Art Walk at the Inner Harbor.

Light City is helping to transform Baltimore into a global hub of creativity and innovation, but we need YOUR HELP to make it possible. Your support will enable us to bring together extraordinary art, cutting edge technology and pioneering ideas. Invest in your community and put your company on the international stage by becoming a partner in this landmark event.

Light City is a non-profit festival managed by Baltimore Office of Promotion & The Arts. Your contributions to Light City may be eligible for a tax deduction. Our development team can provide turn-key sponsorship experiences to assist in accomplishing your marketing and brand affinity objectives. For sponsorship opportunities, contact Jessica Abel at [jabel@promotionandarts.org](mailto:jabel@promotionandarts.org).