

## Campaign Partnership Plan: Corky Canvas

### Description:

- United Way of the Midlands partners with the Corky Canvas to offer a special event where guests have the opportunity to create a painting through a class led by an experienced instructor.
- Corky Canvas will donate 28% of the ticket price back to United Way of the Midlands, which will go directly to the company's campaign!

### Date

- Determined by the company
- Hours of operation to book:
  - Monday and Thursday: 9:00-6:30
  - Wednesday and Friday- between 9:00-4:00

### Venue

- Option 1: **In-studio class at Corky Canvas**- need a minimum of 12 people participating, max capacity is 50.
- Option 2: **At the company**- Corky Canvas is available to come to the company if there is a minimum of 18 people participating.
- Option 3: Companies can hold a fully **virtual event** and follow along to live class.

### Logistics

- The class is roughly two hours.
- Your team can choose to create one painting from the gallery to create during the class.
  - Gallery Link: <https://www.corkycanvas.com/canvas-gallery/>
- Each guests will receive a kit of materials to create the painting selected for the class. The kits include:
  - Canvas: the canvas size varies based on the painting selected. The sizes are: 11x14, 16x20, and 10x20
  - Paint
  - Brushes
  - Instructions (for extra help)
  - Paper towels
- The DE account manager can attend to give UWM updates and thank participants.
- To get started, contact Maureen Irish at [mirish@uwmidlands.org](mailto:mirish@uwmidlands.org). Maureen will work with you and Ashton Porter, Manager of the Corky Canvas, to make arrangements.
  - Corky Canvas needs two weeks' notice from the date of the event.

## Cost

- The \$35 ticket price also includes a kit with all of the materials needed for the class, and a two hour class taught by a professional Corky Canvas instructor.
- United Way of the Midlands will receive \$10 donated back from each ticket, 28% of the ticket price.
- Drinks are an additional cost if hosting the event at Corky Canvas.