

# ART ROUTE RADIO Sponsor package

A podcast that takes listeners to the wall for social change. Our mission is to showcase the power of art to change lives and recreate strong, multicultural, and inclusive communities. Each episode, we feature a different mural, street artist, or social change champion, sharing their story and the inspiration behind their work. We will also feature interviews with artists, activists, and experts in the field to provide a comprehensive understanding of the role that art plays in shaping our communities and promoting positive change.

**AR:T ROUTE RADIO** offers a unique and innovative approach to exploring the world of street art by bringing both the visual and auditory aspects of the murals and their stories to life. A groundbreaking podcast that helps listeners both see and hear the stories behind street art murals. Our innovative approach brings the vivid world of mural art to life, showcasing the behind-the-paint stories of the artists, their inspiration, and their mission.



**Target Audience:** Our audience is comprised of individuals who appreciate the power of art to tell stories, create change, and connect communities. This includes art enthusiasts, urban culture fans, activists, and anyone who is interested in a multi-sensory experience of street art and other creative industry innovators and entrepreneurs.

**Podcast Episodes:** Each episode will feature a different street artist or mural, creative community champion, offering an in-depth look at the story behind the paint, the inspiration behind the works, and the impact it has on the community. Our innovative format combines visual elements with audio interviews and commentary to bring the full story of each mural to life.

## Hear the Art and See the Radio

**Episode sponsorship:** A sponsor will receive a mention at the beginning and end of each episode, as well as a short commercial break in the middle of the episode.

**Product placement:** If relevant, we can integrate a sponsor's product into the content of the episode.  
**Social media promotion:** We will promote each sponsored episode on our social media platforms, reaching thousands of followers.

### Benefits for Sponsors:

- The opportunity to support and promote an innovative and multi-sensory approach to exploring the world of street art.
- Increased brand awareness and recognition through mentions on the podcast and social media promotion.
- Alignment with a mission-driven and socially conscious brand
- Exposure to a highly engaged and targeted audience interested in art, social justice, and community building.
- The opportunity to support and promote the street art community and its role in creating positive change.

**Pricing:** Pricing for sponsorship opportunities will vary depending on the level of exposure and the length of the sponsorship commitment. We would be happy to provide a customized quote based on your specific needs and budget.

## PODCAST HOST MASTER MURALIST - MICHELLE LOUGHERY

**Michelle Loughery**, a talented artist and visionary in the world of community art. With over 30 years of experience in the field, Michelle is dedicated to promoting the power of art as a tool for social change, particularly for the youth and those often overlooked in the spaces between cities and systems.

As the host of the **AR:T ROUTE RADIO** podcast, Michelle brings her passion and expertise to a wider audience, showcasing the transformative impact of public art on communities.

Join her as she shares the stories and experiences of artists, and demonstrates how their work can create meaningful and lasting change. With a mission to **"TAKE IT TO THE WALL"** Michelle inspires others to embrace the power of community art and imagine a world transformed.

An award-winning muralist, economic and social community art educator, and specialist, has dedicated her career to using art as a means of promoting social change and community revitalization. With over 25 million in grants awarded, her international social economy projects have had a far-reaching impact globally.

In the podcast arena Michelle is taking her mission of promoting social change through art to a new level. The show, which is dedicated to exploring the power of community art, features inspiring stories and interviews with artists, art educators, and social activists from around the world.

Loughery and her guests promise to be an entertaining and enlightening listen for anyone who believes in the power of art to change the world.

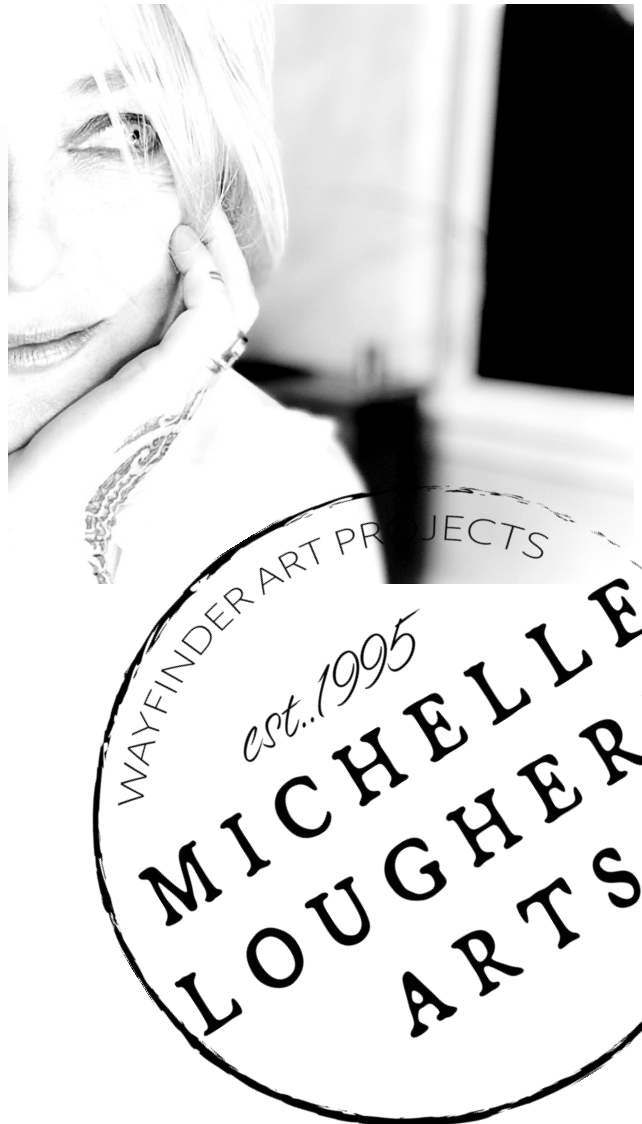
[Artist Michelle Loughery](#)

[AR:T ROUTE Radio](#)



### **Contact Information:**

For more information on sponsorship opportunities or to request a customized quote, please contact us at [AR:T ROUTE Radio here](#).



## AR:T ROUTE RADIO new podcast series for 2023



THE **WOMEN of MICHEL** “**Pieces of Her**” podcast series explores the impactful and thought-provoking art installations of Artist Michelle Loughery. This series will focus on a cut up " Story Dress" installation, and combines the installation art of reconstructed wedding dresses, vintage photos and the process of art with digital oral history stories to support a connected voice to women from around the world.

Based on the resilient women Loughery's hometown, Michel, BC, a coal mining town in Canada. The show uses the creative lens of a wedding dress to tell the story of these resilient women and their experiences in resource towns. The pure white dress symbolizes their hopes and dreams, while the coal dust and Party Lines represent the challenges they faced. The series explores connected stories of women from various backgrounds, including immigrants, indigenous people, and all nationalities like Loughery's **TALKING TO THE SUNFLOWER -IMMIGRANT STORY ART SERIES**. Through the digital multi-sensory creative lens of a dress art installation, the series brings to light the common experiences and challenges faced by women around the world while engaging in oral histories and sharing the process of installation and digital art content creation. A modern digital artistic take on oral history making.

**Target Audience:** Our audience for this series is comprised of individuals who appreciate thought-provoking and impactful art, as well as those who are interested in women's issues, social justice, and the empowerment of women.

### Series Episodes:

- Each episode of the series will focus on a different aspect of each STORY DRESS installation.
- The episodes will feature audio recordings of women sharing their stories and the inspiration behind the art installation.
- In addition to the audio recordings, the episodes will also feature commentary and analysis from Michelle Loughery, offering a deeper understanding of the impact and significance of the installation.

### Sponsorship Opportunities:

- Series sponsorship: A sponsor will receive a mention at the beginning and end of each episode, as well as a short commercial break in the middle of the episode.
- Product placement: If relevant, we can integrate a sponsor's product into the content of the episode.
- Social media promotion: We will promote each sponsored episode on our social media platforms, reaching thousands of followers.

### Benefits for Sponsors:

- Exposure to a highly engaged and targeted audience interested in art, women's issues, and social justice.
- The opportunity to support and promote a thought-provoking and impactful art installation.
- Increased brand awareness and recognition through mentions on the podcast and social media promotion.
- Alignment with a mission-driven and socially conscious brand.

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Contact Information: For more information on sponsorship opportunities or to request a customized quote, please contact us and email us here at [AR:T ROUTE Radio.](#)