January 6, 2012

Dear Prospective “Alliance Partner”:

Arts Build Communities (ABC) would like to invite you to join with us in sponsoring the second annual Creative Placemaking Conference, ***“Create a Place – Arts Build Communities.”***

ABC, a Rutgers University Center, provides expertise on how the arts connect economic and community development. We help communities and arts-related organizations make more cost-effective decisions about creative placemaking through continuing education, community coaching, thought leadership and practical research.

The conference will be held on **April 4 from 8:00 a.m. to 4:00 p.m. at the Paul Robeson Campus Center,** 350 Dr. Martin Luther King Jr. Boulevard, Rutgers University, Newark, NJ.

The conference will feature ArtPlace Director Carol Coletta, who leads a national consortium of funders in creative placemaking. There will be three concurrent sessions in the morning, which focus on “Getting Started,” “Planning,” and “Implementation” to allow each attendee to find the right spot for him/her. In the afternoon, there will be six concurrent coaching sessions so that participants can ask questions and share ideas about building, growing and sustaining creative communities and economies. The sessions will be repeated, so that attendees can participate in more than one.

***Create a Place*** is the only event in New Jersey that brings together elected and appointed officials, artists and cultural professionals, urban planners and community and economic development professionals to explore creative placemaking. The conference is designed to help participants understand and take cost-effective steps to develop creative places.

Each ”Alliance Partner” organization will have its logo featured on conference materials and on the conference website, and will receive one free ticket to the conference. Members of Alliance Partner organizations will receive a 20% discount promotional code for conference registration. Alliance Partners are asked to put the Conference on their organization’s calendar and website with a link to the ABC registration page; to send out 2 email blasts about the conference and to include information about the event in their e-newsletter.

If you’d like become an Alliance Partner for this exciting event, please send a copy of your logo to Winnie Fatton at [fatton@tcnj.edu](mailto:fatton@tcnj.edu) by February 1st. Of course, if you’d like to become a sponsor, please email Winnie for more information.

For more information visit **artsbuildcommunities.com**