

# FORGING COMMUNITY AND CREATIVITY



# EMBRACING POSSIBILITIES

MoRA is creating a vibrant and rich community for residents living, shopping, learning, and recreating in the Monroe Road area of southeast Charlotte.



Not only has MoRA helped with the identity of this area, they also brought a sense of community that I've been missing. I met more of my wonderful neighbors last year at MoRA events than I had in the 13 years prior!"

-Kereshmeh Odulate, MoRA resident

# A VOICE FOR THE COMMUNITY

- Influences area development, transportation and infrastructure plans
- Conducts town halls, meets with city planners and public officials
- Shaping a creative transformation of the area by championing bike paths, parks and greenspaces.



“

**MoRA is an effective voice promoting the Monroe Road Corridor. Their deep roots in this community and their passion for its development make them the “go-to group” for anyone interested in being a part of this vital area.”**

**-Tom Warshauer**  
*Assistant Director,  
Community Engagement  
Housing & Neighborhood  
Services  
City of Charlotte*



# BRINGING ART AND PEOPLE TOGETHER

- Supports and manages public art projects, such as Embrace, the sculpture and gathering spot
- Hosts community events where residents gather, have fun, and get involved
- Connects the community through social media, website and newsletter communications

## MoRA ANNUAL EVENTS

Thursdays Live! Music Series

Holiday Festival

Civic Open House



“

ASC was proud to support the creation of Embrace, an iconic work of public art commissioned by MoRA to be a central gathering point. Each tile in the sculpture was created by neighbors, demonstrating MoRA's creative and collaborative spirit.”

-Liz Fitzgerald

*Program Director, Cultural & Community Investment  
Arts & Science Council*

# BUILDING BUSINESS AND COMMUNITY

- Promotes area businesses to potential customers through several MoRA channels: social, website, newsletter and blogposts
- Provides a forum for merchants' common interests
- Events give businesses opportunity to make themselves known to local residents



**MoRA has done an incredible job bringing an identity to Monroe Road that both businesses and neighbors can rally around and endorse. They have utilized Common Market a multitude of times for neighborhood meetings and directed traffic via their social media campaigns. These activities not only endorse local businesses but create a sense of community that will be crucial as the area grows and evolves.”**

**–Graham Worth**  
*Common Market*



## MoRA IMPACT

 3,950+

 4,560+



The 'MoRAbout' newsletter has over 1750 subscribers, and MoRA's website traffic has seen impressive growth since its 2016 launch.

# SPONSORSHIPS AND BENEFITS

## **Visionary Partner**

Permanent exposure: Inscription and signature engraved in the Embrace sculpture's concrete platform. Multi-year commitment with exposure at all community events, dedicated social media and website attention, Title Sponsorship of major events.

## **Sustaining Partner**

Title Sponsor of MoRA's holiday festival plus Thursday Live events including dedicated social media engagement and sponsorship of MoRA's quarterly newsletter. Sponsor logo on our website footer.

## **Partner**

Title Sponsor of MoRA's Holiday Festival (or alternate major event) including social media engagement, sponsorship of MoRA's quarterly newsletter, and its logo on MoRA's website footer.

## **Benefactor Plus**

Title Sponsor of MoRA's summer series event, including social media engagement, website presence, and presence on MoRA's newsletter.

## **Benefactor**

Significant presence on MoRA's quarterly newsletter, exposure at community events, ad space on MoRA's website, and social media engagement

## **Sponsorship and advertising opportunities start at \$100.**

Linked business listing on website, social media engagement, website ad, table or booth at events.

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Interested in getting involved, or  
checking out sponsorship opportunities?

Contact us at [info@moractl.org](mailto:info@moractl.org)!



[moractl.org](http://moractl.org)