



Young Audiences Western New York

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December 2014

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Dear Supporter,

We are writing to ask for your support in helping us to achieve our mission: making the arts part of young people's lives in order to enhance their development as creative and productive human beings. In other words, changing lives through the arts.

Enclosed is a document listing a range of programming that could benefit from your support – and for which we can provide expansive and targeted placement of your logo and/or recognition of your sponsorship.

In order for us to reach every child in Western New York, your support targeting our specific audiences and programs is needed, and will have a resounding influence.

Since 1962, Young Audiences of Western New York has developed and delivered education programs in all arts disciplines - music, dance, theatre, literary, visual and media arts - to more than 3 million children in the eight counties of Western New York. We are a financially strong organization, and we continue to grow.

Your sponsorship is an efficient, dollar wise marketing tool to connect your company's commitment in the community with our partners – over 4,000 educators, parents, and patrons in the eight counties. Our email newsletter goes to 1,600 households, schools, and companies monthly, and we have an average of over 6,600 unique visitors to our website per month.

Thank you for considering investing in high-quality arts education and sharing our dream of reaching every child in Western New York!

Sincerely,

Cynnie Gaasch
Executive Director
cynnie@yawny.org

Melissa Kate Miller
Director of Resource Development
melissa@yawny.org

ARTS FOR LEARNING

1 Lafayette Square, Buffalo, New York 14203
(716) 881-0917 fax (716) 408-3279 info@yawny.org www.yawny.org





Young Audiences Western New York

Sponsorship Opportunity

Target your company sponsorship in the most direct and impactful way. Sponsor a program of Young Audiences Western New York, and let your dollars resonate through the work of our artists, our partners, and our future – our youth!



YES



I would like to sponsor Young Audiences



Young Audiences Holiday Party \$250 - \$2,000

Program summary: On Thursday, January 15, 2015, we are hosting a free holiday party for our artists, corporate and individual supporters, staff and volunteers.

Impact: Your sponsorship will sponsor a performing artist, provide for artist materials, and help us offer a more robust celebration for those who make Young Audiences' mission a reality.

Acknowledgement: Your name and logo will appear on related press releases, on our website, on select marketing materials, and in our annual report. Appropriate signage will be posted during the program at the program venue. Sponsors over \$500 are listed in the National Young Audiences Annual Report, distributed in 31 communities nationwide.



Creative Family Programming \$500 - \$3,000

Program summary: Creative family programming includes summer programming at Canalside, Buffalo; Old Falls Street, Niagara Falls; 2nd Saturdays at the downtown Buffalo & Erie County Public Library; and 1st Fridays at the Albright Knox Art Gallery. Whole families are invited to attend these programs along with their children and friends.

Impact: Sponsorship will assist us in matching support from participating organizations, expand the amount of programs available, expand the range of programs we can offer, and provide marketing support to bring more families and young people to the programs.

Acknowledgement: Your name and logo will appear on related press releases, on our website, on select marketing materials, and in our annual report. Appropriate signage will be posted during the program at the performance venue. Sponsors over \$500 are listed in the National Young Audiences Annual Report, distributed in 31 communities nationwide.



Teen Youth Programs \$750 - \$10,000

Program summary: Young Audiences has a commitment to teens and young people. One teen youth program runs four days a week, six hours a day for two months over the summer. Another teen youth program after school runs once a week throughout the year.

Impact: Your sponsorship will expand the opportunities that can be provided for the young people involved in our program, including additional field trips, special guests, and learning opportunities.

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Acknowledgement: Your name and logo will appear on related press releases, on our website, on select marketing materials, in our annual report, and listed in the National Young Audiences Annual Report, distributed in 31 communities nationwide. Appropriate signage will be posted during the program at the program venue.



Library Outreach Programs \$1,000 - \$20,000

Program summary: Sponsorship of this initiative will let us reach out to libraries throughout Western New York and offers free arts programming to libraries and their patrons in often hard-to-reach territories, including the most rural libraries located in our eight counties.

Impact: Arts programs will reach hundreds of young people throughout Western New York, and will be available for young people and their families who do not normally receive access to quality arts education.

Acknowledgement: Your name and logo will appear on related press releases, on our website, on select marketing materials, in our annual report, and listed in the National Young Audiences Annual Report, distributed in 31 communities nationwide. Appropriate signage will be posted during the program at the program venue.



Young Audiences Capacity Building \$2,500 - \$20,000

Program summary: Capacity building and professional development for office, artists, board members, volunteers, and staff in order to reach our goal of changing lives through the arts.

Impact: This sponsorship will provide arts materials for teaching artists, professional development and office materials for staff and board, and other opportunities for building the capacity of Young Audiences to better serve over 300,000 young people in Western New York.

Acknowledgement: Your name and logo will appear on related press releases, on our website, on select marketing materials, in our annual report, and listed in the National Young Audiences Annual Report, distributed in 31 communities nationwide. Appropriate signage will be posted during the program at the program venue.



Whole School Residency \$5,000 - \$100,000

Program summary: Young Audiences programs reach more deeply and have a stronger impact when they are residency programs. Artists and students have more time together, and there are stronger artist-student contacts that take place during the learning process. Whole school residencies include multiple grade levels, with multiple teaching artists involved in bringing arts education to the students.

Impact: Your support can help us sponsor an entire schools' participation with Young Audiences residencies.

Acknowledgement: Your name and logo will appear on related press releases, on our website, on select marketing materials, in our annual report, and listed in the National Young Audiences Annual Report, distributed in 31 communities nationwide. Appropriate signage will be posted during the program at the program venue.

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Young Audiences Sponsorship Opportunity

I want to support the vital mission of increasing academic success through the arts.



Please accept our sponsorship for:

- Young Audiences Holiday Party
- Creative Family Programming
- Teen Youth Programs
- Library Outreach Programs
- Young Audiences Capacity Building
- Whole School Residency
- Other sponsorship

Please respond by October 31, 2014

I am pleased to sponsor Young Audiences in the amount of \$ _____

Please print your name as it should be published in our donor lists.

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Solicited by: _____

SIGNATURE: _____ DATE: _____

Please return this sponsorship certificate with your gift to:
Young Audiences WNY, 1 Lafayette Square, Buffalo, NY, 14203
MAKE CHECKS PAYABLE TO: Young Audiences WNY

To be acknowledged at our Holiday Party, please respond by October 31, 2014
Please provide your logo at high resolution TIFF, JPEG, or PDF to melissa@yawny.org

If you have any questions, please contact Melissa Kate at 716-881-0917 or melissa@yawny.org

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