



1 LAFAYETTE SQUARE, BUFFALO, NY 14203 | (716) 881-0917 FAX (716) 408-3279 | YAWNY.ORG

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Dear Supporter of Arts-in-Education:

We write you today to ask you to consider being a corporate sponsor for our upcoming gala, *Pop Art Bash!* This event will take place on **Friday, November 16, 2018** at The Statler Hotel.

Each year, we engage nearly 70,000 young people with programming developed not only to cultivate imaginations and help our youth become more flexible and inventive thinkers, but to also help them develop their physical, emotional, and mental capabilities. We are working to reach every single young person living in Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans and Wyoming counties. **Your support will help us move closer to this goal!**

*Pop Art Bash* is THE funky formal, inter-imagine-active, visual and performing arts happening of the season bringing together community leaders, artists, and everyone who wishes to celebrate our mission of engaging young people in the arts to create extraordinary adults. The event will feature creation stations, performances, sumptuous tasting tables, delicious libation stations, eclectic elegance, fierce fashion, and an unforgettable evening of exquisite experiences. **As a sponsor, you will enjoy the marketing and attendance benefits listed on the enclosed sponsorship sheet.**

Our mission is to make the arts a part of young people's lives in order to enhance their development as creative and productive human beings. We are proud that over half a century later this mission has remained steadfast and continues to transform lives and enhance our community. Your sponsorship will be a dollar wise marketing decision that will 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 and mailings go to 2,000 households, schools, and companies monthly and we have an average of over 6,600 unique visitors to our website and social media sites per month.

Thank you for considering investing in high-quality arts-in-education programming and sharing our goal of providing access to arts education for every child in Western New York. You will find additional information about sponsorship opportunities in the following pages along with a program ad purchasing form. **To be included in our event invitation, we ask that you respond by September 28, 2018.** We will be contacting you to follow up on this request in the coming weeks.

If you have any questions, please don't hesitate to contact us directly at 716.881.0917, or via email at michael@yawny.org.

Michael Weidrich MBA, BFA  
Executive Director



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## **Sponsorship Levels**

### **Pop Art Bash 2018**

#### **All Event Sponsors Receive:**

- Company name included on print & email invitations, website, and event signage at a single event.
- Acknowledgement in event press release, company listing in our annual report, and listed in the National Young Audiences annual report.
- Listing in the Young Audiences, Inc. National Annual Report, distributed to 30 communities nationwide.

#### **Diamond Sponsor: \$2,000**

- Name and logo on event invitation
- 8 tickets for the event
- 1.5 minute on-screen logo inclusion
- Program cover ad, full page color on back or inside cover (8" x 5")

#### **Platinum Sponsor: \$1,000**

- Name and logo on event invitation
- 4 tickets for the event
- 1 minute on-screen logo inclusion
- Full page color ad (8" x 5")

#### **Gold Sponsor: \$750**

- Name and logo on event invitation
- 3 tickets for the event
- 1 minute on-screen logo inclusion
- Full page black & white ad in program (8.75" x 5")

#### **Silver Sponsor: \$500**

- Name on event invitation
- 2 tickets for the event
- 1 minute on-screen logo inclusion
- Half page black & white ad in program (3.75" x 5")

#### **Bronze Sponsor: \$250**

- Name on event invitation
- 1 ticket for the event
- Quarter page black & white ad in program (3.75" x 2.5")



*If you do not see what you are looking for here, our team will assist you in customizing a sponsorship package that specifically fits your publicity budget.*



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## Sponsorship Agreement Form

### Please accept our sponsorship at the following level

- Diamond Sponsor: \$2,000**
- Name and logo on event invitation
  - 8 tickets for the event
  - 1.5 minute on-screen logo inclusion
  - Program cover ad, full page color on back or inside cover (8" x 5")
- Platinum Sponsor: \$1,000**
- Name and logo on event invitation
  - 4 tickets for the event
  - 1 minute on-screen logo inclusion
  - Full page color ad (8" x 5")
- Gold Sponsor: \$750**
- Name and logo on event invitation
  - 3 tickets for the event
  - 1 minute on-screen logo inclusion
  - Full page black & white ad in program (8.75" x 5")
- Silver Sponsor: \$500**
- Name on event invitation
  - 2 tickets for the event
  - 1 minute on-screen logo inclusion
  - Half page black & white ad in program (3.75" x 5")
- Bronze Sponsor: \$250**
- Name on event invitation
  - 1 ticket for the event
  - Quarter page black & white ad in program (3.75" x 2.5")

**Please return this sponsorship form with your gift to:**

Young Audiences of Western New York,  
1 Lafayette Square, Buffalo, NY, 14203

MAKE CHECKS PAYABLE TO:  
Young Audiences of Western New York

Please provide your logo at high resolution TIFF, JPEG,  
or PDF to Beth Ireland at [beth@yawny.org](mailto:beth@yawny.org).

**We would like to:**

- **Submit our ad via email**  
(please send to [beth@yawny.org](mailto:beth@yawny.org))
- **Have Young Audiences create our ad**  
(it will be sent for your approval)

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

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_