

ARTSWESTCHESTER | BECOME AN ARTS AND BUSINESS PARTNER



2021

Special Event and Program
**SPONSORSHIP
OPPORTUNITIES**

artsw.org

ARTSW
ARTSWESTCHESTER

Partner with Westchester's Cultural Leader

ArtsWestchester, the county's premier arts organization and largest arts council in New York State, provides support annually to over 150 arts organizations and individual artists in Westchester County. For more than 50 years, it has served area residents with arts education programs in schools, daycare facilities and community sites and has awarded more than \$1 million in grants to artists and arts groups annually.

Westchester's Most Creative Parties and Events...

ArtsWestchester is well known for producing signature fundraising & cultural events that generate tremendous community support from a cross-section of business professionals, arts enthusiasts and cultural patrons.



A Targeted Marketing Platform

ArtsWestchester events provide a powerful platform to connect with Westchester's movers & shakers. Whether as a presenting sponsor or community supporter, your company will receive maximum exposure and reach a targeted audience of active Westchester residents and business leaders.

Our Customer Profile

ArtsWestchester supporters range in age from 35-65 with a HHI of over \$200K, enjoy active lifestyles and leisure activities including entertainment, arts activities, dining and shopping opportunities more than 3x per month.

2021 Event & Sponsorship Opportunities Calendar

ArtsWestchester Event and Sponsorship Opportunity Overview:

Wed. Apr 7: Annual Arts Award Celebration

May: Sponsor the reopening of our Gallery for our COVID Creates exhibit

Mon. June 14: Golf Outing at Wykagyl Country Club

July: Shakespeare in the Park

Thurs.-Sun, Sept 9-12: JazzFest White Plains

Sat. November 20: 2021 ArtsWestchester Gala Event

Ongoing Sponsorship Opportunities:

Monthly *ArtsNews* Advertising Sponsorships

Arts Education Sponsorships



Arts Award Virtual 2021 Celebration



Sponsor The Annual Arts Award Celebration – Wednesday, April 7, 2021

The Arts Award is ArtsWestchester's most prestigious award presented annually for over 30 years to recognize outstanding individuals, artists, arts organizations, educators and community groups, which have made significant contributions to the arts in Westchester. Traditionally a luncheon attracting several hundred Westchester residents, the Arts Awards Celebration brings together arts, corporate and government leaders to celebrate and support the arts.

Sponsor Benefits:

- Access to an audience of **500 plus** from a broad cross-section of Westchester & lower Fairfield, including board members, arts patrons, friends, family and colleagues of award recipients.
- Visibility with company name listing or logo on the invitation, program, printed materials, signage, and website. Invitations mailed to 2000 supporters and members.
- Develop new relationships with Westchester arts organizations, honorees and businesses.
- Highlight your company by presenting an arts award during the program.
- Ten (10) guests at the event.
- Additional sponsor value with advertisement in the event program.



Arts Award 2021 Virtual Event Sponsor Levels

Sponsorship	Description	Level	Benefits
Title Sponsor	Title Sponsor of the Arts Award Luncheon	\$10,000 [SOLD]	<ul style="list-style-type: none">• Exclusive industry sponsor.• Name or logo feature on promotional materials, ads with inclusion in all publicity.• Listing as Title Sponsor on invitation.• Full page color program ad.• Recognition in <i>ArtsNews</i> and website.• Recognition during virtual awards event.• 25 Virtual Tickets.
Two Star Sponsor	Two Star Sponsor of the Arts Award Luncheon	\$5,000	<ul style="list-style-type: none">• Name or logo on promotional materials, ads.• Full page color ad in program.• Recognition in <i>ArtsNews</i> and website.• Recognition during virtual awards event.• 20 Virtual Tickets.
One Star Sponsor	One Star Sponsor of the Arts Award Luncheon	\$2,500	<ul style="list-style-type: none">• Name or logo on promotional materials, ads.• Full page B&W ad in program.• Recognition in <i>ArtsNews</i> and website.• 15 Virtual Tickets
Patron Sponsor		\$1,000	<ul style="list-style-type: none">• Name or logo on promotional materials, ads.• Half page B&W ad in program• 10 Virtual Tickets

2021 Golf Outing Sponsor Opportunities

A DAY OF GOLF FOR THE ARTS on Monday, June 14 —

ArtsWestchester Golf Outing, Wykagyl Country Club...a championship course in New Rochelle

Come out and swing for the arts! What could be better than a day spent on the links on one of the most beautiful and challenging courses in the country. Event sponsorship includes: breakfast, lunch and awards reception offering plenty of networking opportunities on and off the course.

Foursomes are available from \$3,500.

- **Spotlight Your Company** as a leader in corporate cultural support in front of 200 plus Westchester corporate arts patrons, board members, arts directors and area cultural enthusiasts.
- **Enjoy a Golf Foursome** & attend a private reception and an awards reception with golfers and their guests.
- **Build Brand** and visibility on the golf course with company name or logo on tee or hole sign. Plus, receive a full page journal ad.



2021 Golf Outing Sponsor Opportunities

Sponsorship	Level	Benefits
Putting Green & Driving Range Sponsor	\$7,500 [SOLD]	<ul style="list-style-type: none"> • Prominent location directly in front of Pro Shop with visibility during entire event • Exclusive signage on Putting Green and Driving Range • One (1) foursome for golf
Awards Reception Sponsor	\$5,500 [SOLD]	<ul style="list-style-type: none"> • Golf foursome • Ten (10) extra guests at reception • Full page journal ad • Prominent logo position on leaderboards visible all day • Exclusive signage at reception
Barbeque Lunch Sponsor	\$5,500 [SOLD]	<ul style="list-style-type: none"> • All of the above except... • Ten (10) extra guests at lunch
Foursome Sponsor	\$3,500	<ul style="list-style-type: none"> • Golf foursome • Full page journal ad • Listing in journal • Prominent recognition on leaderboards visible all day
Refreshment Sponsor	\$2,500	<ul style="list-style-type: none"> • Signage on course • Two (2) guests at awards reception • Half page journal ad • Listing in journal • Recognition on leaderboards visible all day
Hole Sponsor	\$1,000	<ul style="list-style-type: none"> • Signage on course • Listing in journal • Two (2) guests at awards reception
Tee Sponsor	\$500	<ul style="list-style-type: none"> • Signage on course • Listing in journal

2021 JazzFest White Plains

Build your Brand with Sponsorship of a Five-day Live Music Festival in White Plains

JazzFest: Coming to White Plains, September 9 – 12, 2021

ArtsWestchester presents JazzFest White Plains in September in partnership with the City of White Plains and the White Plains BID. In its tenth successful year, JazzFest has become a signature event for the developing downtown arts district of the City of White Plains. A four-day celebration of jazz with over 2000 people in attendance annually, JazzFest is a city-wide arts collaboration featuring more than 10 different concerts at various White Plains venues.



“Sponsorship of a Music Festival provides partners with a dynamic platform to build brand relationships and value for the community.”

- Janet T. Langsam, CEO, ArtsWestchester

JazzFest White Plains 2021 Sponsorship Levels



Sponsorship Level	Description	Level	Benefits
Presenting Sponsor	Sponsor of 2021 White Plains JazzFest	\$10,000	<ul style="list-style-type: none">• Prime Presenting Sponsor logo placement in all JazzFest advertising, stage banners and promotional materials.• Six guests to ticketed concerts. VIP seating.• Sponsor table in VIP area at outdoor event.• Company official to speak at concerts.• Photo opportunity with artists and Mayor.
Benefactor	Sponsor of 2021 White Plains JazzFest	\$5,000	<ul style="list-style-type: none">• Benefactor Sponsor logo placement in all JazzFest advertising and promotional materials.• Four guests to ticketed concerts. VIP seating.• Sponsor table in VIP area at outdoor event.• Company banner on lower stage for outdoor event.
Patron	Sponsor of 2021 White Plains JazzFest	\$2,500	<ul style="list-style-type: none">• Patron listing in event programs, web site, and e-blasts• Two guests to ticketed concerts. VIP seating.• Company banner on lower stage for outdoor Sunday event.
Sponsor	Sponsor of 2021 White Plains JazzFest	\$1000	<ul style="list-style-type: none">• Sponsor listing in event programs, web site and e-blasts.• Two guests to ticketed concerts.
Contributor	Contributor of 2021 White Plains JazzFest	\$500	<ul style="list-style-type: none">• Listing in event program.• Two guests to ticketed concerts.

White Plains Shakespeare in the Park



Your Company Can Help Underwrite Free Shakespeare in White Plains

Coming to White Plains: July 2021:

The City of White Plains and ArtsWestchester have teamed up to present a summertime tradition that is enjoyed all over the world, "Shakespeare in the Park."

Following the success of past performances, the City of White Plains and ArtsWestchester plan to present the next annual production in July of 2021. The production is free and open to the public. In case of rain, the production will be moved indoors to the theater at the White Plains Performing Arts Center located at 11 Center Place, White Plains.

Picnicking is encouraged at the events. Area friends and families bring blankets and lawn chairs and enjoy an evening of theatre together under the stars.

Event Sponsorships: Help present the 2021 production of Shakespeare in the Park with a \$1000, \$2500 or \$5,000 corporate sponsorship. Receive sponsor credit on promotional materials and at the evening performances.



"Sponsorship of Shakespeare in the Park Allows Partners to Bring Significant Cultural Value to Westchester."

- Janet T. Langsam, CEO, ArtsWestchester

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Be Part of ArtsWestchester's 2021 Gala



Sponsor Westchester's Biggest & Best Benefit of the Year on November 20

The "not to be missed" social event in Westchester...always held at a unique venue...bringing together the "movers and shakers" in the county. Supporting the arts can be fun and good for business!

Gala Sponsor Benefits:

- An opportunity to join Westchester's leading corporate supporters of the arts. **500 plus** business and government leaders, patrons of the arts, board members, and friends of ArtsWestchester attend the gala annually.
- Enjoy corporate exposure with logo or company listings on invitations, journal and during the evening's video presentation.
- Host your top performing sales executives, senior management or clients at your sponsor table. Your guests will dine and dance the night away to live music, enjoy bidding at one of Westchester's most prestigious silent auctions and mingle among the 'who's who' of Westchester.
- Right to highlight your product or service with inclusion in ArtsWestchester's exclusive online & event auction, providing unlimited visibility and return on philanthropic investment.



2021 Gala Sponsorship Levels

Sponsorship	Level	Benefits
Platinum Benefactor	\$25,000	<ul style="list-style-type: none">• Two (2) tables of ten (10) in priority seating• Acknowledgement as <i>Platinum Benefactor</i>• Full page color ad in gala journal
Gold Benefactor	\$15,000	<ul style="list-style-type: none">• One (1) table of (10) in priority seating• Acknowledgement as <i>Gold Benefactor</i>• Full page color ad in gala journal
Silver Benefactor	\$10,000	<ul style="list-style-type: none">• One (1) table of (10) in priority seating• Acknowledgement as <i>Silver Benefactor</i>• Full page b&w ad in gala journal
Bronze Benefactor	\$7,500	<ul style="list-style-type: none">• One (1) table of (10) in priority seating• Acknowledgement as <i>Bronze Benefactor</i>• Full page b&w ad in gala journal
Contributor	\$2,500	<ul style="list-style-type: none">• Four (4) gala tickets• Half-page b&w ad in gala journal

Become a 2021 *ArtsNews* Sponsor

Sponsor an issue of *ArtsNews*, the monthly source for arts news in Westchester

Now more than ever, the arts are part of the business landscape bringing great economic benefit to the community. *ArtsNews* is our publication that highlights Westchester's arts news and provides the most comprehensive cultural calendar in Westchester County. You will find *ArtsNews* in the *Westchester Business Journal* and *Examiner* every month and online at www.artswestchester.org. Your company will be visible in this important digital publication as a sponsor with advertisements to be featured throughout the year.

ArtsNews Sponsorship makes good business sense because...

- There are over **65,000 monthly readers** of *ArtsNews* monthly.
- There are **120,000 unique hits** to our website www.artswestchester.org annually;
- Businesses build brand & thrive when they support the arts community.

As an exclusive **ARTSNEWS** Monthly Sponsor (\$2,500), you will receive the following benefits:

- A **premium full page back cover color ad** (10.25" w x 11.25" h) in our monthly publication distributed to a total readership of over 65,000 business professionals and ArtsWestchester cultural enthusiasts and community leaders.
- A **front cover corporate logo & sponsor credit** on your *ArtsNews* issue of choice.
- **Four digital** (160 x 600 pixel) **skyscraper ads** linking to your web site from our Arts(e)Newsletters, distributed to over 13,900 cultural supporters weekly in your sponsored month of choice.



Sponsor an Arts Education Program

Help Support Youth Programs at Arts Westchester:

Teen Tuesdays & Thursdays:

ArtsWestchester's Teen Tuesdays & Thursdays arts program serves Westchester youth with free monthly workshops in our Gallery, engaging approximately 200 youth ages 11-16 years per year. Teen Tuesdays & Thursdays connects teens with professional teaching artists, contemporary artists and ArtsWestchester staff, providing one-of-a-kind, hands-on art workshops.

Become a Teen Tuesdays & Thursdays Corporate Underwriter at the \$2,500 or \$5,000 level and help ArtsWestchester continue to provide enriching arts activities to underserved area teens in 2021.

The StART-UP Lab:

ArtsWestchester's StART-UP Lab is a unique space in the Gallery for visitors to engage, collaborate, experiment, and think creatively and critically through self-guided activities. Learners of all ages are inspired to make connections to the exhibit on view and to each other in ArtsWestchester's the stART-UP Lab. The Lab serves nearly 1000 people annually.

Become a StART-UP Lab Annual Sponsor at the \$5,000 or \$10,000 level and help ArtsWestchester provide access and engagement in the arts for Westchester families.

Sponsor an Artist Residency



Become a partner in arts-in-education: *Underwrite an artist residency & help inspire our world*

•ArtsWestchester has a long established history of providing arts-in-education programs in some of the most underserved school districts in Westchester, such as Greenburgh, Mt. Vernon, and Yonkers, where funds are limited and access to such programs might not otherwise be available. By providing professional artists from ArtsWestchester’s roster of over 90 literary, performance and visual artists to collaborate with teachers in the classroom, we help school districts bolster their resources and enhance the quality of education. ArtsWestchester artists also work in community sites throughout Westchester.

•ArtsWestchester’s Artist Residencies integrate the arts into the curriculum providing students new tools to learn math, social studies, language arts and science. The ten or fifteen day residencies often result in improved test scores, better learning skills and increased classroom participation. The residencies stimulate curious, creative minds and strengthen the ability to think critically, thus providing life skills that enable students to work independently and as part of a team. Artist residencies foster communication skills as students express their ideas and opinions in diverse ways. Furthermore, students who participate in arts-in-education are better prepared to meet the New York State standards for music and art.

Artist Residencies typically include:

- A planning session with the classroom teacher & the artist.
- Ten workshop days with the same group.
- A staff development workshop.
- An assessment session.

**Ten day residency
sponsor cost: \$3,000**

**Fifteen day residency
sponsor cost: \$4,500**

About ArtsWestchester

- For more than 50 years, ArtsWestchester has served the County as the largest private not-for-profit arts council in New York State providing over \$1.2 million in grants annually that fund concerts, exhibitions and performances.
- ArtsWestchester supports the following Westchester cultural organizations:

Actors Conservatory Theatre
Arc Stages
Asbury Methodist Church of Crestwood
Axial Theatre
Ballet des Amériques
Black Marble Duo
Blue Door Art Center
Caramoor Center for Music and the Arts
Clay Art Center
Clocktower Players
Copland House
Cross Cultural Connection
Downtown Music at Grace
EMBARK Peekskill
Emelin Theatre for the Performing Arts
Enslaved Africans' Rain Garden
Fine Arts Orchestral Society of Yonkers
Friends of John Jay Homestead
Friends of Mount Vernon Arts, Recreation
& Youth Programs
Friends of Music Concerts
Greenburgh Public Library
Greenburgh Town Hall, Arts and Culture Committee
Groundwork Hudson Valley
Hamm and Clov Stage Company
Hammond Museum
Historic Hudson Valley

Hoff-Barthelson Music School
Hudson Stage Company
Hudson Valley Center for Contemporary Art
The Hudson Valley Writers' Center
India Center of Westchester
Jacob Burns Film Center
Jazz Forum Arts
Katonah Museum of Art
Lagond Music School
Little Radical Theatrics
Lyndhurst, National Trust for Historic
Preservation
Mamaroneck Artists Guild
Mount Vernon Public Library
Music Conservatory of Westchester
The Neighborhood House
Neuberger Museum of Art
New Rochelle Council on the Arts
New Rochelle Opera
NewFlex Hoops
Niji No Kai Corp.
Nowodworski Foundation
O'Bey Foundation
Organization of Chinese Americans, Westchester &
Hudson Valley
Ossining Documentary & Discussion Series
Ossining Public Library

Peekskill Arts Alliance
Pelham Art Center
The Performing Arts Center at Purchase College
The Picture House Regional Film Center
PJS Jazz Society
The Play Group Theater
Public/Private Partnership for
Aging Services
The Revelators
Rivertowns Arts Council
The Rye Arts Center
Saint Paul's United Methodist Church
The Schoolhouse Theater
Sidra Bell Dance New York
Songcatchers
Steffi Nossen Dance Foundation
Symphony of Westchester
Taconic Opera
Tarrytown Music Hall
Tribes Hill
Tutti Bravi Productions
Untermeyer Performing Arts Council
Westchester Children's Museum
Westchester Italian Cultural Center
Westchester Philharmonic
White Plains Performing Arts Center
Youth Theatre Interactions

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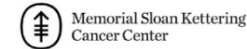
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ArtsWestchester Sponsorship Opportunities



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