ARTSWESTCHESTER | BECOME AND ARTS AND BUSINESS PARTNER

Special Event and Program
SPONSORSHIP OPPORTUNITIES

2019

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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 professionals.

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.
2019 Event & Sponsorship Opportunities Calendar

ArtsWestchester 2019 Event and Sponsorship Opportunity Overview:

Th. Apr 11: Annual Arts Award Luncheon, Hilton Westchester

Th. May 16: ArtsBash Party & Open Studios

Sat. May 18: Family ArtsBash

Mon. June 17: Golf Outing at Wykagyl Country Club

Wed-Sun, Sept 11-15: JazzFest White Plains


Ongoing Sponsorship Opportunities:

Monthly ArtsNews Advertising Sponsorships

Arts Education Sponsorships

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Arts Award 2019 Luncheon

Sponsor The Annual Arts Award Luncheon – Thursday, April 11, 2019 at the Hilton Westchester

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. Some 500 Westchester residents, arts and corporate leaders attend the Arts Award luncheon each year, coming together in a celebration of the arts.

Sponsor Benefits:
• Gain 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.

• New relationships with Westchester arts organizations, honorees and businesses.

• Company exposure with participation in the awards ceremony by presenting an arts award.

• Table of ten at the luncheon.

• Additional sponsor value with advertisement in the event program.
<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Description</th>
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<th>Benefits</th>
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</table>
| Title Sponsor       | Title Sponsor of the Arts Award Luncheon              | $10,000 | • Exclusive industry sponsor.  
• Name or logo feature on promotional materials, ads with inclusion in all publicity.  
• Listing as Title Sponsor on invitation.  
• Full page program ad.  
• Two (2) tables of 10 at luncheon.  
• Display during luncheon & participation in awards presentation.  
• Recognition in *ArtsNews* and website. |
| Two Star Sponsor    | Two Star Sponsor of the Arts Award Luncheon           | $5,000 | • Name or logo on promotional materials, ads.  
• One (1) table of 10 at the luncheon.  
• Full page B&W ad in program.  
• Participation in awards presentation & promotional table display at event.  
• Recognition in *ArtsNews* and website. |
| One Star Sponsor    | One Star Sponsor of the Arts Award Luncheon           | $2,500 | • Name or logo on promotional materials, ads.  
• One (1) table of 10 at the lunch.  
• Full page B&W ad in program.  
• Recognition in *ArtsNews* and website. |
| Patron Sponsor      |                                                        | $1,000 | • One (1) table at the luncheon  
• Half page B&W ad in program. |
Help ArtsWestchester Celebrate in our Downtown White Plains Building at ARTSBASH 2019!

This year’s ArtsBash celebrates ArtsWestchester being in downtown White Plains for more than 20 years. ArtsBash is a private party all about ‘food, fun and fabulous art’ hosted by ArtsWestchester at its historic White Plains home. Stopping traffic with a tent outside our building, ArtsBash is a powerful upscale platform to connect with Westchester’s residents, business professionals and cultural community.

With Your Corporate Sponsorship, You Will Enjoy:
• A private gallery reception and open studios event for more than 500 guests.

• A food and wine/beer sampling by Westchester’s best restaurants and breweries featuring culinary creations courtesy of area chefs and restaurants and product pairings of sponsor beer and wine. (past ArtsBash Restaurant Partners have included: 42, BLT Steak, Captain Lawrence Brewery, Crabtree’s Kittle House Resort & Inn, Iron Horse Grill, and Vino 100.)

• An “insider opportunity” where guests can mingle with artists and visit the 15-plus artists-in-residence who work from studios in ArtsWestchester’s historic building.

• A marketing platform to connect with an active audience of cultural enthusiasts, young professionals, Westchester arts patrons and consumers who enjoy dining out and who partake in Westchester entertainment and arts opportunities.

• An arts & business partnership opportunity to gain brand awareness and exposure with media sponsors such as: The Journal News and Westchester Magazine.
## ARTSBASH 2019 Sponsor Levels

<table>
<thead>
<tr>
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| Presenting Sponsor ArtsBash Event | $25,000 | • Exclusive industry sponsor.  
• Prime event space for promotional event display or product sampling.  
• Company name or logo feature on all promotional materials, ads, web site with inclusion in all PR.  
• Prime sponsor visibility on ArtsBash tent.  
• Thirty (30) tickets for opening reception & weekend events.  
• Right to utilize gallery for private event during the spring exhibition  
• Two full page ArtsNews ads throughout the year.  
• Two banner ads in ArtsWestchester’s weekly arts(e)newsletter. |
| Grand Benefactor ArtsBash Event | $10,000 | • Product sampling/promotional event display.  
• Company name or logo feature on all promotional materials, ads, web site with inclusion in all PR.  
• Company logo on tent signage  
• Twenty (20) tickets for opening reception & weekend events.  
• Right to utilize gallery for private event during the spring exhibition.  
• One banner ad in ArtsWestchester’s weekly arts(e)newsletter. |
## ARTSBASH 2019 Sponsor Levels

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<tbody>
<tr>
<td>Benefactor ArtsBash Event</td>
<td>$5,000</td>
<td>• Company listing as Benefactor in program &amp; invite with event display.</td>
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<tr>
<td></td>
<td></td>
<td>• Fourteen (14) tickets for opening reception &amp; weekend events.</td>
</tr>
<tr>
<td>Patron ArtsBash Event</td>
<td>$2,500</td>
<td>• Listing as Patron in program &amp; invite.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Ten (10) tickets for opening reception &amp; weekend events.</td>
</tr>
<tr>
<td>Sponsor ArtsBash Event</td>
<td>$1,000</td>
<td>• Listing as Sponsor in event program.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Six (6) tickets for opening reception &amp; weekend events.</td>
</tr>
<tr>
<td>Contributor ArtsBash Event</td>
<td>$500</td>
<td>• Listing as Contributor in event program.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four (4) tickets for opening reception &amp; weekend events.</td>
</tr>
<tr>
<td>Supporter ArtsBash Event</td>
<td>$250</td>
<td>• Program listing as Supporter in event program.</td>
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<tr>
<td></td>
<td></td>
<td>• Two (2) guests for opening reception.</td>
</tr>
<tr>
<td>Individual ArtsBash Ticket</td>
<td>$75</td>
<td>• ArtsBash ticket for Thursday evening opening reception/party.</td>
</tr>
</tbody>
</table>
2019 Golf Outing Sponsor Opportunities


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 dinner offering plenty of networking opportunities on and off the course.

Foursomes are available at $5,500, $3,500, $2,600 levels.

• 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 dinner 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.
## 2019 Golf Outing Sponsor Opportunities

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<td>Title Sponsor</td>
<td>$25,000</td>
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</table>
| Awards Reception and Dinner Sponsor | $5,500| • Golf foursome  
  • Ten (10) extra guests at reception & dinner  
  • Full page journal ad  
  • Logo recognition on invitation  
  • Prominent logo position on leaderboards visible all day  
  • Exclusive signage at reception & dinner |
| Barbeque Lunch Sponsor       | $5,500| • Golf foursome  
  • Ten (10) extra guests at barbeque lunch  
  • Full page journal ad  
  • Logo recognition on invitation  
  • Prominent logo position on leaderboards visible all day  
  • Exclusive signage at lunch |
| Corporate Sponsor            | $3,500| • Golf foursome  
  • Full page journal ad  
  • Listing in journal  
  • Prominent recognition on leaderboards visible all day |
| Foursome Sponsor             | $2,600| • Golf foursome  
  • Half page journal ad  
  • Listing in journal  
  • Recognition on leaderboards visible all day |
| Hole Sponsor                 | $1,000| • Company name or logo on hole sign  
  • Listing in journal  
  • Two (2) guests at awards reception & dinner |
| Tee Sponsor                  | $500   | • Company name on tee sign  
  • Listing in journal |
2019 JazzFest White Plains

Connect with Westchester’s Cultural Community in a Five-day Live Music Festival in White Plains, NY

JazzFest: Coming to White Plains, September 11 – 15, 2019
ArtsWestchester presents JazzFest White Plains in September in partnership with the City of White Plains and the White Plains BID. In its eighth successful year, JazzFest has become a signature event for the developing downtown arts district of the City of White Plains. A five-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 or Arts Series provides partners with a dynamic platform to build brand relationships and value for the community.”
- Janet T. Langsam, CEO, ArtsWestchester
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</table>
| Presenting Sponsor| Sponsor of 2019 White Plains JazzFest | $10,000 | • 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 Sunday event.  
• Company official to speak at concerts.  
• Photo opportunity with artists and Mayor. |
| Benefactor        | Sponsor of 2019 White Plains JazzFest | $5,000 | • 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 Sunday event.  
• Company banner on lower stage for outdoor Sunday event. |
| Patron            | Sponsor of 2019 White Plains JazzFest | $2,500 | • 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 2019 White Plains JazzFest | $1000  | • Sponsor listing in event programs, web site and e-blasts.  
• Two guests to ticketed concerts. |
| Contributor       | Contributor of 2019 White Plains JazzFest | $500   | • Listing in event program.  
• Two guests to ticketed concerts. |
Your Company Can Help Underwrite Free Shakespeare in White Plains

Coming to White Plains: July 11, 2019:
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 2019 at 7:00 p.m. at Tenure Park. 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 2019 production of Shakespeare in the Park with a $5000 corporate sponsorship. Receive sponsor credit on promotional materials and at the evening performances.

“Sponsorship of a Music or Arts Series provides partners with a dynamic platform to build brand relationships and value for the community.”
- Janet T. Langsam, CEO, ArtsWestchester
ArtsWestchester’s 2019 Gala: Nov. 23, 2019

Sponsor Westchester’s Biggest & Best Benefit of the Year!

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!

The 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.

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# 2019 Gala Sponsorship Levels

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| Platinum Benefactor  | $25,000| • Two (2) tables of ten (10) in priority seating  
|                      |        | • Acknowledgement as *Platinum Benefactor*  
|                      |        | • Full page color ad in gala journal |
| Gold Benefactor      | $15,000| • One (1) table of (10) in priority seating  
|                      |        | • Acknowledgement as *Gold Benefactor*  
|                      |        | • Full page color ad in gala journal |
| Silver Benefactor    | $10,000| • One (1) table of (10) in priority seating  
|                      |        | • Acknowledgement as *Silver Benefactor*  
|                      |        | • Full page b&w ad in gala journal |
| Bronze Benefactor    | $7,500 | • One (1) table of (10) in priority seating  
|                      |        | • Acknowledgement as Bronze Benefactor  
|                      |        | • Full page b&w ad in gala journal |
| Contributor          | $2,500 | • Four (4) gala tickets  
|                      |        | • Half-page b&w ad in gala journal |

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Become a 2019 Monthly 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 the business of the arts 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 publication as a sponsor with advertisements to be featured throughout the year.

ArtsNews Sponsorship makes good business sense because…

• There are over 125,000 monthly readers of ArtsNews monthly.
• There are 120,000 unique hits to our website www.artswestchester.org annually;
• ArtsNews is carried in an e-blast to 12,200 email users every month;
• 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 (9.75”w x 10.48”h) in our monthly publication distributed to a total readership of over 125,000 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 12,200 cultural supporters weekly in your sponsored month of choice.
Sponsor a 2019 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 2019.

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.

artsw.org
Sponsor a 2019 Arts Education Program

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
  - Lagord 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
  - RivertownsArts 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
  - Untermyer 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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ArtsWestchester Sponsorship Opportunities

Next Steps:
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Director, Marketing & Communications
914.428.4220, ext. 315
dscates@artswestchester.org

Debbie Scates Lasicki
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