

ART IN THE PARK



CORPORATE SPONSORSHIP OPPORTUNITIES



Arts for Learning WNY's mission is to inspire, expand learning,
and strengthen our community through engagement with the arts.

artsforlearningwny.org



Affiliated with the national Young Audiences Arts for Learning network



Who We Are

For over 60 years, Arts for Learning WNY has been the leading arts education organization in Western New York seeking innovative, equitable, and inclusive ways to infuse the arts into learning. We provide critical arts integrated learning, an essential key in the development of a young person. The impact? Boosted Self-confidence. Improved academic improvements. Increased communication and collaboration. A healthier and more inspiring society for everyone.

We are committed to empowering local artists to teach and inspire young people and educators through new and meaningful creative arts experiences. Our roster of Teaching Artists engage youth in music, dance, theater, media, and visual and literary arts – all areas that have historically been removed from school curriculum due to budgetary constraints. These arts integrated programs cultivate children’s imaginations to help develop physical, emotional, and academic capabilities for a foundation of lifelong success.

Our History

Arts for Learning WNY was founded in 1962 by Buffalo Philharmonic Orchestra flute and piccolo musician Laurence Trott. Over the past 60+ years, we have served as a reliable connector between artists and organizations, providing high quality education and seamlessly filling a need to integrate arts into the classroom. Our quality, integrated arts programming provides hands-on experiences that address Next Generation Learning Standards and curriculum across all subject areas, for grades K-12. We are an affiliate of Young Audiences National, the nation’s leading arts-in-education organization, with 30 affiliates in 21 states.

Annual Impact

45,000+ STUDENTS
RECEIVED HANDS-ON ACCESS TO
ARTS INTEGRATED PROGRAMMING

35 TEACHING ARTISTS & CULTURAL PARTNERS

developed and delivered arts integrated learning experiences in all subject areas



3,000 FAMILIES ENTERTAINED & EDUCATED
THROUGH OUR CREATIVE FAMILY PUBLIC PROGRAMMING SERIES



105 UNIQUE PARTNERSHIPS

with schools, libraries, summer camps, & community-based organizations

THE ARTS PARTNERS FOR LEARNING INITIATIVE COLLABORATED WITH 15 ARTS AND CULTURAL ORGANIZATIONS IN WESTERN NEW YORK, offering over 100 educational programs for 2,750 students.

1,200+ WORKSHOPS, PERFORMANCES, AND RESIDENCIES PRESENTED



88% OF PROGRAMMING WAS FREE TO PARTNER ORGANIZATIONS



34 TEEN APPRENTICES WERE HIRED THROUGH ARTWORKS

and trained under Teaching Artists to learn art forms while gaining basic job and college readiness skills

14 ARTISTS AND EDUCATORS PARTICIPATED IN THE PILOT YEAR OF THE MASTER TEACHING ARTIST TRAINING PROGRAM, completing over 30 hours of training



Weekly Station Sponsor > \$,000

3 AVAILABLE

RIGHTS & BENEFITS

- Company listed as “Weekly Station Sponsor” for one art station each Saturday
- Company logo featured on:
 - Signage at Prospect & JFK Parks in Buffalo, with an anticipated attendance of 50-100+ each weekend
 - All marketing - dedicated e-blast, newsletter, upgraded listing on homepage, and ads - in Kids Out and About, with over 90,000 views daily.
 - Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners
 - Young Audiences National Annual Report, distributed to 30 communities nationwide
- Company included in:
 - 1 related pre-and/or post press releases
 - 1 quarterly newsletters
 - All related e-blasts - minimum of 2
 - 4 Facebook posts + 4 Instagram posts and stories + 4 Instagram collab. post
 - Creative Family Programming website page and Facebook event pages

Saturday Sponsor > \$1,000

AVAILABLE

RIGHTS & BENEFITS

- Company listed as “ Saturday Sponsor” in day of specific promotional collateral and marketing opportunities for the selected Saturday
- Company logo featured on:
 - Signage at Prospect & JFK Parks in Buffalo, with an anticipated attendance of 50-100+ each weekend
 - Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners
- Company included in:
 - 1 quarterly newsletters
 - All related e-blasts - minimum of 1
 - 2 Facebook posts + 2 Instagram posts and stories
 - Art in the Park website page and Facebook event pages

Advertising placement, public relations exposure, and community affairs outreach are all available through partnerships with Arts for Learning WNY. 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.

SUCCESS IN THE WORKFORCE

47% of those who are highly engaged in the arts go on to volunteer in their communities.

72% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity.”

73% agree that the arts “helps me understand other cultures better”.

Sponsorship Agreement Form

Sponsorship Levels

SELECT ONE

- \$5,000 Presenting Sponsor
- \$3,000 Workshop Sponsor
- \$1,000 Day Sponsor

PLEASE PRINT YOUR NAME AS IT SHOULD BE PUBLISHED

Company: _____

Contact Name: _____

Title: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Email Address: _____

Preferred Website Link and Social Media Handles: _____

Signature _____ **Date** _____

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

Arts for Learning WNY
1 Lafayette Square, Buffalo, NY 14203

▶ **Make checks payable to:**

Arts for Learning WNY

▶ **Please email a hi-res logo (TIFF, JPEG, or PDF) along with your preferred social media handles to Beth Ireland at beth@artsforlearningwny.org.**