

Arts in Education Week

September 8 - 14, 2024



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



ARTS IN EDUCATION WEEK

SEPTEMBER 8 - 14, 2024

ABOUT ARTS IN EDUCATION WEEK

Arts education, comprising a rich array of disciplines including dance, music, theater,

and visual arts, is a vital component of a well-rounded education. It fosters creativity, critical thinking, and emotional intelligence, while also providing a platform for self-expression and collaboration. Through the arts, students learn to communicate effectively, solve problems, and appreciate the diverse perspectives of others. Arts education also plays a significant role in promoting mental health and well-being, as it allows students to explore their feelings and experiences in a safe and supportive environment.

Arts education is not just about the final product; it's about the process of learning and growing. It encourages students to take risks, embrace failure, and persevere through challenges. By engaging in the arts, students develop a sense of ownership and pride in their work, which translates into increased motivation and engagement in all areas of their education. Furthermore, arts education provides a unique opportunity for students to connect with their community and share their talents with others.

As we celebrate Arts in Education Week, let us recognize the invaluable contributions of arts educators and the students they inspire. Let us commit to supporting and expanding arts education in our schools, ensuring that every child has the opportunity to explore their creativity and discover their potential. Together, we can create a future where the arts are valued and celebrated for the transformative power they hold.

SPONSORSHIP OPPORTUNITIES

Arts for Learning WNY is seeking corporate sponsors to support our mission of providing high-quality arts education to all students. We offer several sponsorship levels, including:

- Platinum Sponsor:** \$10,000 - Includes a keynote address at the week's closing ceremony, a dedicated booth at the Arts in Education Week event, and the right to name a classroom in your honor.
- Gold Sponsor:** \$5,000 - Includes a featured role in our promotional materials, a booth at the event, and the right to name a classroom.
- Silver Sponsor:** \$2,500 - Includes a booth at the event and the right to name a classroom.
- Bronze Sponsor:** \$1,000 - Includes a booth at the event.

For more information on sponsorship opportunities, please contact us at info@artsforlearningwny.org or call us at (716) 552-1234. We look forward to partnering with you to make a difference in the lives of our students.

Arts for Learning WNY is a 501(c)(3) nonprofit organization. All contributions are tax-deductible to the extent allowed by law. We are grateful for the support of our donors and sponsors, and we look forward to continuing our work together to create a brighter future for all our students.

Sponsorship Recognition Benefits

NEWSLETTER

- 2,067 Subscribers
- 37% Open Rate
- 3% Click Rate

SOCIAL MEDIA

- Facebook** > 2,073 followers + 1% engagement rate
- Instagram** > 1,086 followers + 2% engagement rate

WEBSITE

1,846 Monthly visitors + 6m. 1s. Avg. time on site + 1.5 Avg. pages/session

Presenting Sponsor > \$10,000 1 AVAILABLE

RIGHTS & BENEFITS

- **As the “Presenting Sponsor”, you will receive brand exclusivity with your name and logo listed on ALL Arts in Education Week collateral and marketing opportunities**
- **Company logo featured on:**
 - All initiatives during Art in Education Week will be marketed as: "Arts in Education Week Presented by..."
 - All marketing efforts related to Arts in Education Week, including the 3 different events – digital and print fliers and brochures.
 - All day-of marketing efforts for the events, including any programs and signage at the events. Anticipated attendance of 150+ people at the free public performances, 300+ Buffalo Public School students, and media attention between all events
 - 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:**
 - The Arts in Education Week Impact Report
 - The Arts in Education Week Marketing Plan
 - The Arts in Education Week Signage
 - The Arts in Education Week Social Media
 - The Arts in Education Week Website
 - The Arts in Education Week Collateral
 - The Arts in Education Week Press Release
 - The Arts in Education Week Newsletter
 - The Arts in Education Week Brochure
 - The Arts in Education Week Flier
 - The Arts in Education Week Poster
 - The Arts in Education Week Banner
 - The Arts in Education Week Video
 - The Arts in Education Week Audio
 - The Arts in Education Week Photo
 - The Arts in Education Week Logo
 - The Arts in Education Week Merchandise
 - The Arts in Education Week Fundraising
 - The Arts in Education Week Sponsorship
 - The Arts in Education Week Partnership
 - The Arts in Education Week Collaboration
 - The Arts in Education Week Engagement
 - The Arts in Education Week Outreach
 - The Arts in Education Week Promotion
 - The Arts in Education Week Advertising
 - The Arts in Education Week Publicity
 - The Arts in Education Week Media
 - The Arts in Education Week Community
 - The Arts in Education Week Industry
 - The Arts in Education Week Government
 - The Arts in Education Week Academia
 - The Arts in Education Week Business
 - The Arts in Education Week Non-Profit
 - The Arts in Education Week Education
 - The Arts in Education Week Health
 - The Arts in Education Week Environment
 - The Arts in Education Week Technology
 - The Arts in Education Week Transportation
 - The Arts in Education Week Energy
 - The Arts in Education Week Agriculture
 - The Arts in Education Week Manufacturing
 - The Arts in Education Week Construction
 - The Arts in Education Week Retail
 - The Arts in Education Week Wholesale
 - The Arts in Education Week Distribution
 - The Arts in Education Week Logistics
 - The Arts in Education Week Finance
 - The Arts in Education Week Insurance
 - The Arts in Education Week Real Estate
 - The Arts in Education Week Law
 - The Arts in Education Week Healthcare
 - The Arts in Education Week Telecommunications
 - The Arts in Education Week Media
 - The Arts in Education Week Entertainment
 - The Arts in Education Week Hospitality
 - The Arts in Education Week Travel
 - The Arts in Education Week Transportation
 - The Arts in Education Week Energy
 - The Arts in Education Week Agriculture
 - The Arts in Education Week Manufacturing
 - The Arts in Education Week Construction
 - The Arts in Education Week Retail
 - The Arts in Education Week Wholesale
 - The Arts in Education Week Distribution
 - The Arts in Education Week Logistics
 - The Arts in Education Week Finance
 - The Arts in Education Week Insurance
 - The Arts in Education Week Real Estate
 - The Arts in Education Week Law
 - The Arts in Education Week Healthcare
 - The Arts in Education Week Telecommunications
 - The Arts in Education Week Media
 - The Arts in Education Week Entertainment
 - The Arts in Education Week Hospitality
 - The Arts in Education Week Travel
- **Additional Benefits**
 - 2 tickets to Tap into the Arts event
 - 2 seats at Jump Start at Waterfront Elementary
 - 2 seats at Artscape

BENEFITS OF ARTS EDUCATION

Art students are 55% more likely to attend post-secondary schools than students who don't take art classes.

Low-income students highly engaged in the arts are twice as likely to graduate college as their peers with no arts education.

Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates.

Artscape Sponsor > \$5,000

1 AVAILABLE

RIGHTS & BENEFITS

- **Company listed as “Artscape Sponsor” in all affiliated promotional collateral and marketing opportunities**
- **Company logo featured on:**
 - All marketing efforts related to Artscape – digital and print fliers and brochures.
 - All day-of marketing efforts for Artscape, including any program and signage at the event. Anticipated attendance of 150+ people and media attention
 - 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:**
 - All related pre-and/or post press releases - minimum of 2
 - 1 quarterly newsletters
 - All related e-blasts - minimum of 2
 - Pre-and/or post social media posts: 4 Facebook posts + 4 Instagram posts and stories + 4 Instagram collab. post
 - Artscape Facebook Event Page and Arts in Education Week website page
- **Additional Benefits:**
 - 2 seats at Artscape

Tap into the Arts Sponsor > \$3,000

1 AVAILABLE

RIGHTS & BENEFITS

- **Company listed as “Artscape Sponsor” in all affiliated promotional collateral and marketing opportunities**
- **Company logo featured on:**
 - All marketing efforts related to Artscape – digital and print fliers and brochures.
 - All day-of marketing efforts for Artscape, including any program and signage at the event. Anticipated attendance of 150+ people and media attention
 - 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:**
 - All related pre-and/or post press releases - minimum of 2
 - 1 quarterly newsletters
 - All related e-blasts - minimum of 2
 - Pre-and/or post social media posts: 4 Facebook posts + 4 Instagram posts and stories + 4 Instagram collab. post
 - Artscape Facebook Event Page and Arts in Education Week website page
- **Company included in:**
 - 2 seats at the Free Performance

Jump Start Sponsor > \$1,000

1 AVAILABLE

RIGHTS & BENEFITS

- **Company listed as “Jump Start Sponsor” in all affiliated promotional collateral and marketing opportunities**
- **Company logo featured on:**
 - All marketing efforts for Jump Start at Waterfront Elementary – 30+ invitations.
 - All day-of marketing efforts for the event, including any programs and signage at the event. Anticipated attendance of 30+ people including local politicians, funders, businesses, and donors, and funders in addition to school staff, 300+ students, and media.
 - 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 press release
 - 1 quarterly newsletter
 - 1 related e-blasts
 - Pre-and/or post social media posts: 2 Facebook posts + 2 Instagram posts and stories + 2 Instagram collab. post
 - Arts in Education Week website page
- **Additional Benefits:**
 - 2 seats at Jump Start at Waterfront Elementary

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.



“Because of our work with Arts for Learning, we have seen improved behavior, stronger attendance rates, increased student engagement, higher levels of creativity, improvements in literacy skills, higher test scores in mathematics, as well as increased self-confidence in public speaking and performing.”

Kate Paolini ASISTANT PRINCIPAL, BPS #95 WATERFRONT ELEMENTARY SCHOOL



“The partnership and collaboration we developed with Arts for Learning has brought the arts to our small, rural, community in Western New York and has enriched the lives of all the students it has touched in the past 20+ years. It has been exciting to watch the arts education partnership grow, develop, and expand as an integral piece of our school's culture.”

Susan Mikula ARTS-IN-EDUCATION COORDINATOR, HOLLAND CENTRAL SCHOOL DISTRICT

Sponsorship Agreement Form

Sponsorship Levels

SELECT ONE

- \$10,000 Presenting Sponsor
- \$5,000 Artscape Sponsor
- \$3,000 Jump Start Sponsor
- \$1,000 Tap into the Arts 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.**