

FAMILY ART FEST

A FREE EVENT CELEBRATING ART AND COMMUNITY!



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

**1,200+ WORKSHOPS,
PERFORMANCES,
AND RESIDENCIES
PRESENTED**



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.



**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





**A FREE EVENT
CELEBRATING ART
AND COMMUNITY**

ABOUT

Family ArtFest is a free event celebrating Buffalo's vibrant arts community that combines creative learning activities, workshops, and performances for individuals of all ages, backgrounds, and levels of ability. It invites families near and far to experience fun activities, including entertaining live performances, hands-on art activities led by our roster of Teaching Artists and Cultural Partners, food from local vendors, and much more! This event is open house-style, so everyone in the community can come and go as they please. Family ArtFest will coincide with National Young Audiences Arts for Learning Week, which celebrates the significant contribution of creative arts education of children throughout the United States.

DETAILS

DATE: Saturday, April 26, 2025

TIME: 10:00am-1:00pm

LOCATION: The Broadway Market

ADMISSION: Free

IMPACT

For over 60 years, Arts for Learning WNY has developed and delivered education programs in all artistic disciplines to more than 3 million children and families in the 8 counties of Western New York. This event is critical to ensure our mission to inspire, expand learning, and strengthen the community through engagement with the arts, is fulfilled every day. Proceeds from the event will directly contribute towards the professional roster of Teaching Artists who will implement creative learning opportunities to more than 45,000 youth and families in all 8 counties of Western New York. Corporate sponsorship helps offset the cost of programming, allowing our artists to make a thriving wage, while still keeping 88% of our programming completely free to the community!



"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 Recognition Benefits

NEWSLETTER

- 2,029 Subscribers
- 37% Open Rate
- 3% Click Rate

SOCIAL MEDIA

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

WEBSITE

545 Monthly visitors + 4m. 27s. Avg. time on site + 1.5 Avg. pages/session

Benefits Report 2024

SIGNAGE

- 38 Event Signs
- 150 Flyers (*distributed at Broadway Market Easter Weekend*)
- 3% Click Rate

SOCIAL MEDIA

- Facebook** **Instagram** >
- ids out and About > 1,086 followers + 2% engagement rate

Presenting Sponsor > \$10,000

1 AVAILABLE (*Pending*)

RIGHTS & BENEFITS

As the “Presenting Sponsor”, you will receive brand exclusivity with your name and logo listed on ALL event collateral and marketing opportunities

Company logo featured on:

- The event logo will be listed as: "Family ArtFest presented by..."
- Collateral given to first 100 attendees (**need commitment by Feb. 15 to be included**)
- Inclusion in paid marketing efforts such as but not limited to: The Challenger and/or Buffalo Rising
- All printed marketing efforts, which may include posters, postcards, advertisements, and official program
- Signage in high traffic areas during the event, with an anticipated attendance of 200+ people
- Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners
- Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

- All related pre and post press releases - minimum of 2, including the opportunity for a quote in 1 quarterly newsletter
- All related e-blasts - minimum of 4
- 4 Facebook posts + 2 Instagram posts and stories + 1 Instagram collab post
- Family ArtFest website page and Facebook event page

Additional opportunities:

- Category exclusivity rights to be exclusive partner in business category
- Provide volunteers for the day of the event
- Sponsor “Young Audiences Week” including:
 - A whole school performance for one elementary school
 - A special breakfast for students

Family Program Sponsor > \$7,500

1 AVAILABLE

RIGHTS & BENEFITS

Company listed as “Family Program Sponsor” in all promotional collateral and marketing opportunities

Company logo featured on:

Collateral given to first 100 attendees

All printed marketing efforts, which may include posters, postcards, advertisements, and official program

Signage at all workshop stations (6 total) during the event, with an anticipated attendance of 200+ people

Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners

Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

All related pre and post press releases - minimum of 2

1 quarterly newsletter

All related e-blasts - minimum of 3

3 Facebook posts + 2 Instagram posts and stories Family

ArtFest website page and Facebook event page

Additional opportunities:

Provide volunteers for the day of the event

Performance Sponsor > \$5,000

1 AVAILABLE

RIGHTS & BENEFITS

Company listed as “Performance Sponsor” in all performance promotional collateral and marketing opportunities

Company logo featured on:

1 paid digital and print ad in publications such as but not limited to: The Challenger or Buffalo Rising

All printed marketing efforts, which may include posters, postcards, advertisements, and official program

Signage at performance space during the event, with an anticipated attendance of 200+ people

Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners

Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

All related pre and post press releases - minimum of 2

2 related e-blasts

2 Facebook posts + 1 Instagram posts and stories

Family Art Fest website page and Facebook event page

Additional opportunities:

Provide volunteers for the night of the event

SUCCESS IN THE WORKFORCE

69% say that **the more creative and innovative they are at their job,**
the more successful they are in the workplace.

80% feel **more confident** in completing projects and working with a team.

72% of business leaders say **creativity is the number one skill** they are seeking when hiring.

Activity Sponsor > \$1,000

6 AVAILABLE

RIGHTS & BENEFITS

Company listed as “Activity Sponsor” at 1 station the day of the event

Company logo featured on:

- All online marketing efforts
- Signage at 1 activity station during the event, with an anticipated attendance of 200+ people
- Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners
- Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

- 1 pre-event press releases
- 1 Facebook posts + 1 Instagram posts and stories
- Family Art Fest website page

Additional opportunities:

- Provide volunteers for the day of the event

Day Sponsor > \$500

UNLIMITED

RIGHTS & BENEFITS

Company listed as “Day Sponsor” the day of the event

Company logo featured on:

- All online marketing efforts the day of the event
- Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners
- Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

- 1 Facebook posts + 1 Instagram posts and stories
- Family Art Fest website page

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 LIFE

- 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

- \$10,000 Presenting Sponsor
- \$7,500 Family Program Sponsor
- \$5,000 Performance Sponsor
- \$1,000 Activity Sponsor
- \$500 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 and at beth@artsforlearningwny.org.**