

SARATOGA ARTS

experience . discover . create

SPONSORSHIP PACKET 2018 / 2019



Founded in 1986 by and for artists and audiences, Saratoga Arts' mission is to cultivate, nourish and sustain the arts in all its forms, and to ensure that the arts are accessible for all.

Dear Friends,

This past year Saratoga Arts counts as one of our greatest accomplishments the numerous new partnerships we have built with community organizations. We teamed up with Northshire Bookstore to bring our campers another year of the popular literary arts camp. We partnered with the Saratoga- Schenectady Endoscopy Center and helped them build a custom, permanent collection of work by regional artists. We are thankful for our ongoing collaboration with Druthers, who, for the past 5 years, has provided Saratoga Arts with amazing food and craft beer for all of our reception openings. The John Winter Family Fund joined us this year to provide 13 summer camp scholarships and also underwrote First Night Saratoga admission for 200 children. Saratoga's Community Federal Credit Union supported us across all program areas by becoming a new Art in Public Places exhibition venue, supporting our scholarship program and sponsoring our annual gala as well as First Night. We strengthened our relationship with longtime friend to Saratoga Arts, WEXT 97.7 who is a major promotional sponsor for Art in the Park and First Night while also serving as an invaluable resource when we want to find performing artists to showcase at our various events.

These are only a few of the many partnerships that help to make Saratoga Arts into such a dynamic community-based arts organization. In 2018, we hope to add to this list of supporters and continue to build these relationships while also expanding on our current programs and developing new programs for our members and friends. We are especially excited to formally establish our Art @ Work + Home art sales program and our new Arts Education grant program which you will be sure to hear about in the months ahead.

We are always looking for new partners and sponsors to help us fulfill our mission and work with us to make our programs the best they can be. Remember, there are many ways to support our programs at Saratoga Arts, from underwriting scholarships to creating opportunities for artists to making general contributions for building improvements. Each program area comes with unique opportunities for sponsorship recognition, and contributions at all levels are welcome and put to good use.

We have outlined some of our key needs in this packet and created a variety of giving levels that might speak to your business' specific philanthropic interest or budget. Saratoga Arts will work with all of our sponsors to meet individual goals for recognition and acknowledgement. If you would like to structure a custom tailored package, please contact Alix Jones for further discussion: ajones@saratoga-arts.org.

We hope that you will join us in helping to make the arts a sustaining part of our community!

Joel Reed
Executive Director



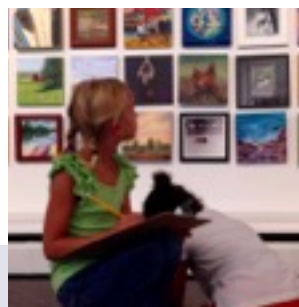
Alix Jones
Development Associate



About Saratoga Arts

Founded in 1986, Saratoga Arts fulfills its mission of making the arts accessible to all in the Saratoga region by awarding grants for arts and arts-in-education programs in Saratoga, Fulton and Montgomery Counties; presenting professional development seminars for artists & arts administrators; offering arts education for artists of all ages and skill levels; presenting exhibitions, music, theater, and other programs at The Arts Center in Saratoga Springs and other sites; and through other activities and programs, including Horses, Saratoga Style and First Night Saratoga. In 30 years, Saratoga Arts has brought the arts to over 800,000 people through its programs and supported artists to the tune of \$2.3 million. Saratoga Arts is a non-profit organization that relies on the support of its members and others in the regional community.

Learn more about us at www.saratoga-arts.org.



OUR EXHIBITION PROGRAM



Art for All

Saratoga Arts offers a comprehensive exhibition program, including nearly 30 on-site and 80 off-site exhibitions annually. With nearly 12,000 visitors per year in the Arts Center Gallery, we continue to enrich the community through exposure to high quality, current, contemporary art by local and regional artists. Our galleries are open to the public and admission free.

The Cost of Accessible Art

Each exhibition costs approximately \$3,000 to produce from painting the walls to hanging the show to the printed materials to cash prizes for artists in a juried show. Because our galleries are free and open to the public, our exhibition program does not generate significant income and is an excellent example of how we, at Saratoga Arts, strive to make the arts accessible to everyone.

Our 2018-2019 Exhibition Calendar

BOUND AND UNBOUND, February 17- March 24, 2018

Work by regional artists, Regis Brodie, Susan Hoffer & Simeon Youngmann

ELEMENTAL NARRATIVES, March 31- May 5, 2018

Work by regional artists, Diane Fine, Oliver Schemm and Daisy Rockwell

CAPTURED LIGHT, May 12- June 16, 2018

Featuring 5 regional photographers, Janene Bouck, Brian Hoffman, Daniel DeRusso, Ronda Anderson and Phil Scalia

THE ANNUAL 10x10 EXHIBITION, June 30 - September 8, 2018

Saratoga Arts' Annual Community Exhibition • This exhibition is open to everybody and will feature 800+ works, including artwork created by the young artists participating in Saratoga Arts' visual art summer camp program.

THEN AND NOW: September 22 - November 3, 2018

Featuring work by 40+ artists who have been awarded Individual Artist Grants through Saratoga Arts' Regrant Program.

THE ANNUAL MEMBERS SHOW, November 12, 2018 - January 4, 2019

Featuring an average of 250 emerging and veteran artists, this popular exhibition displays the full range of visual arts being created in our region including painting, drawing, printmaking, ceramics, photography and more.

THE ANNUAL HIGH SCHOOL ALL STARS EXHIBITION, January 13 - February 10, 2019

Featuring 100+ works by students from 11 districts: Ballston Spa, Burnt Hills-Ballston Lake, Broadalbin, Corinth, Galway, Gloversville, Mayfield, Saratoga Springs, Shenendehowa, Stillwater, and South Glens Falls.

EXHIBITION GIVING LEVELS

Gallery Sponsor • In-kind or cash combination \$5,000 and up

- Vinyl logo applied to the gallery wall for the year
- Logo included on *all* exhibition announcement postcards sent to the Saratoga Arts mailing list, 1,500+ (7x)
- Logo and link included in all e-updates announcing exhibitions for the year (7,800 addresses each)
- Recognized as a sponsor in all exhibitions related press releases
- Company logo and link on the Saratoga Arts' Exhibitions and Sponsor webpages for one year
- Opportunity to speak at each exhibition opening
- Recognition in the Saratoga Arts newsletter 2 times per year (1,000+ each)
- Link included in the Facebook and Instagram posts announcing the opening of each exhibition (2,815 followers)
- *Cash Sponsors* who contribute \$3,000 or more will receive the following:
 - Two complementary adult art class registrations, must be reserved in advance
 - One complementary ticket to the Saratoga Arts Soiree held in early November
 - One discounted space rental at Saratoga Arts during the year of sponsorship
 - One INNOVATOR level Business Membership to Saratoga Arts (see page 13)

Exhibit Sponsor • In-kind or cash combination \$3,000 and up

- Logo included on a specific exhibition announcement postcard sent to the Saratoga Arts mailing list, 1,500+
- Logo and link included in all e-updates announcing that specific exhibition (6,500 addresses)
- Recognized as a sponsor in the specific exhibition related press releases
- Company logo and link on the Saratoga Arts' Exhibitions and Sponsor webpages for one year
- Public recognition at the specific exhibition opening
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- One exclusive Facebook post and link during the exhibition being supported (2,815 followers)
- *Cash Sponsors* who contribute \$1,000 or more will receive the following:
 - One complementary adult art class registration, must be reserved in advance
 - One complementary ticket to the Saratoga Arts Soiree held in early November
 - One discounted space rental at Saratoga Arts during the year of sponsorship
 - One ASSOCIATE level Business Membership to Saratoga Arts (see page 13)

Atelier Sponsor • In-kind or cash combination \$1,000 and up

- Company logo and link on the Saratoga Arts' Exhibitions and Sponsor webpages for one year
- Public recognition at the specific exhibition opening
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- One Facebook post and link for Atelier Sponsors during the exhibition being supported (2,815 followers)
- *Cash Sponsors* who contribute \$1,000 will receive the following:
 - One complementary ticket to the Saratoga Arts Soiree held in early November
 - One discounted space rental at Saratoga Arts during the year of sponsorship
 - One complementary adult art class registration, must be reserved in advance

OUR CHILDREN'S PROGRAMS



School Break Programs for Children

Saratoga Arts offers three week-long camps during the February and April school breaks: Imagination Rules for ages 5-7; Camp Creativity for ages 8-14 and a Theater Camp for ages 6-12. During the summer we run these programs from June 25 through September 1 as well as a Teen Arts Camp for ages 12-15 and a Page Turners Camp for ages 8-12 in partnership with the Northshire Bookstore.

Each year we serve upwards of 500 children through these programs. Last year 47% of these kids were from Saratoga Springs and 53% were from outside the area including Fulton, Montgomery, Albany and Washington counties.

About Our Camps

Taught by New York State Certified teachers, our programs provide a safe, comfortable arts-learning environment where our students can truly enjoy art and the art-making process. Each of our four camps is unique; our visual arts faculty develop activities using variety of fine-art mediums including painting with acrylic and watercolors, drawing with pencil, charcoal, pastel and oil pastel, sculpting with clay, paper mache and wire, and photography. Our Theater Camp provides an opportunity to learn and experience the collaborative nature of theater, and explore the many art forms required to bring a play to life, including the basics of character development, stage directions and set, sound and costume design. Our Teen Arts program was developed as the “next step” for tweens and teens who enjoy art and art-making and thrive in an informal environment where they can work at their own pace and shape lessons based on their own aesthetic. And our newest program, The Page Turners Camp, was conceived in partnership with Northshire Bookstore for children who love to read, write and talk about books. At the start of the summer, each child will receive a box of five carefully selected books. The camp then presents activities, games and discussion about the major themes of each book. This camp also includes in-person and Skype conversations with each author!

How You Can Help

Our kids use plenty of materials when creating their projects, and in order to keep the cost of these programs low we seek the support of partners in our community, like you, to help fund our supply needs. Additionally, Saratoga Arts has long partnered with community-based social service organizations, such as the Franklin Community Center and the Saratoga Mentoring Program to help us both identify children and families in need, and reach out to find those young people (ages 5-15) from across the region who are especially interested in the arts but haven't had focused opportunities to develop those interests.

These scholarships are important to the families who receive them and to the fabric of our community as a whole, but by offering these scholarships we forego tuition fees from paying families and so we must seek outside support to continue to underwrite this valuable community service. We would like to accommodate more requests in 2018 than we have in the past. Our goal is 20 students, which translates to a need of \$4,400. With your support, we can really make a difference!

CHILDREN'S PROGRAMS GIVING LEVELS

Inspiration Sponsor • Cash Only \$4,000 and up (fund scholarships for 18 students)

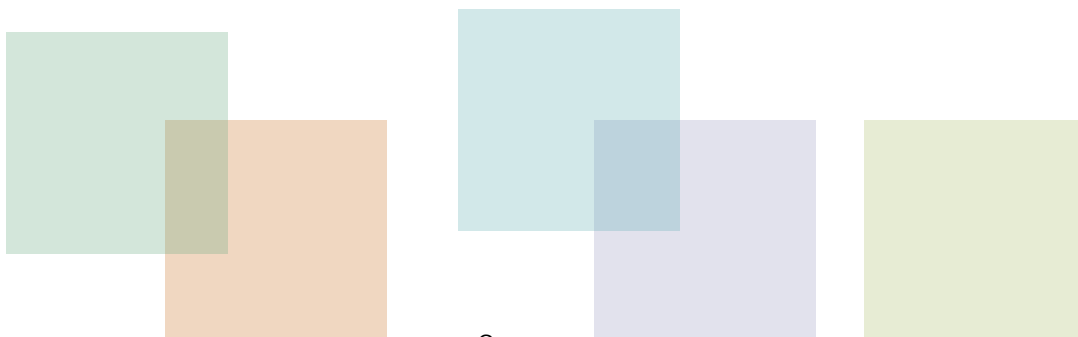
- A plaque with the sponsor's name will be placed near the classroom door for the year
- One exclusive Facebook post during each month that a camp runs (usually 6 months out of the year)
- Logo included on each of the three annual class brochures (1,500 people each)
- Logo included on all education packets sent to camper parents (500+ per year)
- Logo and link included in all e-updates sent out announcing our education program (6,500 addresses each)
- Company logo and link on the Saratoga Arts' Education and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- One complementary week at camp for one child
- One complementary space rental at Saratoga Arts during the year of sponsorship
- One complementary ticket to the Saratoga Arts Soiree held in early November
- One INNOVATOR level Business Membership to Saratoga Arts (see page 13)

Imagination Sponsor • Cash Only \$2,000 and up (fund scholarships for 9 students)

- Logo included on all education packets sent to camper parents (500+ per year)
- Logo and link included in all e-updates sent out announcing our education program (6,500 addresses each)
- Company logo and link on the Saratoga Arts' Education and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter, 2000+, 2 times per year (2,000+ each)
- One complementary week at camp for one child
- One discounted space rental at Saratoga Arts during the year of sponsorship
- One complementary ticket to the Saratoga Arts Soiree held in early November
- One ASSOCIATE level Business Membership to Saratoga Arts (see page 13)

Materials Sponsor • In-kind or cash combination \$500 and up

- Logo included on all education packets sent to camper parents (500+ per year)
- Logo and link included in all e-updates sent out announcing our education program (6,500 addresses each)
- Company logo and link on the Saratoga Arts' Education and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)



FIRST NIGHT SARATOGA



Celebration of Arts and the Community

Saratoga Arts is proud to present First Night Saratoga, a fun, all-ages, alcohol-free event with artists of every genre at over 30 downtown venue sites including many of the city's most beautiful and historic buildings. This year, Monday, December 31st, marks the 23rd Anniversary of First Night Saratoga.

Impact

First Night's mission has been to broaden and deepen the public's appreciation of the visual and performing arts through an innovative, diverse, and high-quality New Year's Eve program, offering the community a shared cultural experience that is accessible and affordable to all. The evening offers something for everyone!

Last year alone Saratoga Arts hired over 70 performing groups (320 individual artists) from around 200 applicants and paid them nearly \$50,000 for their services. We worked with 18 different not-for-profit and downtown business partners which included about 33 unique performance spaces. We registered just under 1,200 people for the 5k Road Race around Skidmore College and worked with approximately 250 volunteers overall to help staff our venues and keep everyone safe. Most years see upwards of 500 children attend this event free of charge and last year the John Winter Family Fund assisted Saratoga Arts in keeping this tradition going. Typically, around 8,000 buttons are distributed for our First Night events, and online buttons were purchased from 18 different states as well as Ontario. In addition to the First Night attendees, we estimate that in years with hospitable weather around 12,000 people gather in Congress Park for the midnight fireworks display.

Exposure

With information provided by our media sponsors, together with our own research, we estimate that nearly 2 million television viewers, radio-listeners, and newspaper readers in the greater Capital Region were exposed to the positive message of First Night Saratoga.

Most visits to our website came from communities across the region, from the lower Adirondacks down into the Hudson Valley, and along the East Coast with NYC and Boston ranked in the top 5 sources. In terms of audience, media coverage, and message, *First Night Saratoga* is a great event with which to be affiliated.

While public officials estimate that 15,000 - 20,000 celebrants of all ages come to downtown Saratoga Springs for New Year's Eve, the media coverage leading up to First Night multiplies that direct audience tremendously, resulting in excellent exposure for the businesses associated with it. We're fortunate to have sponsorship from a full spectrum of the region's media; even those that aren't official sponsors still give First Night Saratoga generous attention.

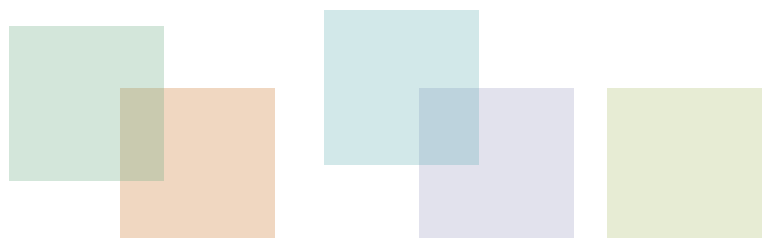
FIRST NIGHT GIVING LEVELS

Signature Sponsor • In-kind or cash combination \$20,000 and up

- As exclusive signature sponsor, company logo will appear on all First Night Saratoga promotional material, including official posters, the front of 9,000 button cards, and the cover of 20,000 program guides which also appear as a supplement in The Saratogian
- Company logo and link on the Saratoga Arts' First Night and Sponsor webpages for one year
- Company logo and link on the Saratoga Arts homepage for the month of December
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- Prominent mention in all First Night media releases, advertising, press materials, and in four e-updates (6,500 addresses each)
- Invitation to be keynote speaker at the official *kick-off* First Night press conference held in late November
- Company logo and *company provided banner(s)* displayed at the First Night main stage
- Sponsorship announced at the First Night main stage performance site prior to performances
- One exclusive Facebook post and link in the month of December (2,815 followers)
- Seventy-Five complimentary First Night Saratoga buttons, one framed and one unframed poster
- *Cash Sponsors* who support at \$5,000 or more will receive the following:
 - one sponsor feature page in each of the six Saratoga Arts newsletters (2,000+ each)
 - one complementary space rental at Saratoga Arts during the year of sponsorship
 - one additional complementary ticket to the Saratoga Arts Soiree held in early November
 - one CREATOR level Business Membership to Saratoga Arts (see page 13)

Premier Sponsor • In-kind or cash combination \$10,000 and up

- Company logo displayed on all First Night Saratoga promotional material, including official posters, 9,000 button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Company logo and link on the Saratoga Arts' First Night and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- Inclusion in First Night media releases, and in four e-updates (6,500 addresses each)
- Invitation to speak at the official *kick-off* First Night press conference held in late November
- *Company provided banner(s)* displayed at prime locations
- Sponsorship announced on-site prior to performances
- Opportunity to emcee a First Night stage
- Opportunity to man an information table for your business in the venue
- One Facebook post and link in the month of December dedicated to the Premier Sponsors (2,815 followers)
- Twenty-five complimentary First Night Saratoga buttons, one framed and one unframed poster
- *Cash Sponsors* who support at \$5,000 or more will receive the following:
 - one sponsor feature page in each of the six Saratoga Arts newsletters (2,000+ each)
 - one complementary space rental at Saratoga Arts during the year of sponsorship
 - one additional complementary ticket to the Saratoga Arts Soiree held in early November
 - one CREATOR level Business Membership to Saratoga Arts (see page 13)



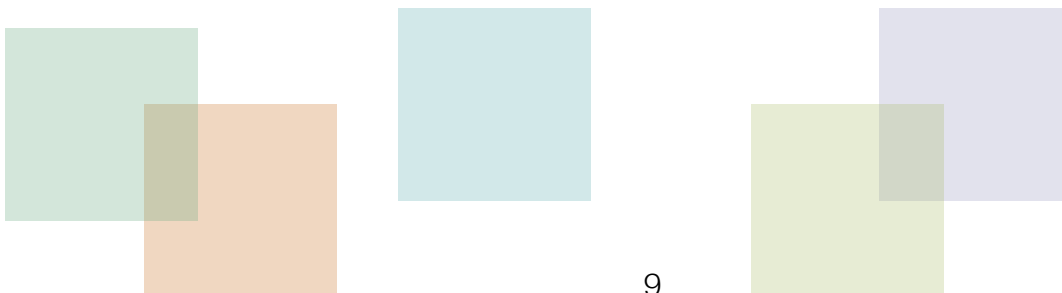
FIRST NIGHT GIVING LEVELS Cont...

Kids in Free Sponsor • Cash Only \$7,500 and up

- Company logo displayed on all First Night Saratoga promotional material, including official posters, 9,000 button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Company logo and link on the Saratoga Arts' First Night and Sponsor webpages for one year
- Company logo, link and description displayed in a separate subpage on the Saratoga Arts' website, featuring all of the events specifically geared towards children
- One sponsor feature page in each of the six Saratoga Arts newsletters (2,000+ each)
- Kids in Free program with be associated with the company name in all advertising, media and press releases, and in four e-updates (6,500 addresses each)
- Company name printed on the admitting wristband for First Night (800+)
- Invitation to speak at the official *kick-off* First Night press conference held in late November
- *Company provided banner* displayed at the Lake Avenue School
- Sponsorship announced on-site prior to performances
- Opportunity to emcee a First Night stage
- Opportunity to man an information table for your business in the venue
- One exclusive Facebook post and link in the month of December (2,815 followers)
- Twenty complimentary First Night buttons, one framed and one unframed poster
- One complementary space rental at Saratoga Arts during the year of sponsorship
- One additional complementary ticket to the Saratoga Arts Soiree held in early November
- One CREATOR level Business Membership to Saratoga Arts (see page 13)

Fireworks Sponsor • Cash Only \$5,000 and up

- Company logo displayed on 9,000 First Night button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Company logo and link on the Saratoga Arts' First Night and Sponsor webpages for one year
- One sponsor feature page in each of the six Saratoga Arts newsletters (2,000+ each)
- The fireworks will be associated with the company name in all advertising, media, press releases, and in four e-updates (6,500 addresses each)
- Invitation to speak at the official *kick-off* First Night press conference held in late November
- *Company provided banner* displayed at the Fireworks staging area
- Sponsorship announced from staging area prior to countdown and display
- Opportunity to speak prior to the countdown and display
- One exclusive Facebook post and link in the month of December (2,815 followers)
- Fifteen complimentary First Night buttons and two posters
- One complementary space rental at Saratoga Arts during the year of sponsorship
- One additional complementary ticket to the Saratoga Arts Soiree held in early November
- One CREATOR level Business Membership to Saratoga Arts (see page 13)



Underwriting Sponsor • In-kind or cash combination \$5,000 and up

- Company logo displayed on 9,000 First Night button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Company logo and link on the Saratoga Arts' First Night and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- *Company provided banner* displayed at central locations
- Sponsorship announced on-site prior to performances
- Opportunity to emcee a First Night stage
- Opportunity to man an information table for your business in the venue
- One Facebook post and link in the month of December dedicated to the Underwriting Sponsors (2,815 followers)
- Fifteen complimentary First Night buttons and two posters
- *Cash Sponsors* who contribute \$3,000 or more will receive the following:
 - One complementary ticket to the Saratoga Arts Soiree held in early November
 - One discounted space rental at Saratoga Arts during the year of sponsorship
 - One INNOVATOR level Business Membership to Saratoga Arts (see page 13)

Center Stage Sponsor • In-kind or cash combination \$3,000 and up

- Company logo displayed on 9,000 First Night button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Company logo and link on the Saratoga Arts' First Night and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- *Company provided banner* displayed at central locations
- Sponsorship announced on-site prior to performances
- Opportunity to man an information table for your business in the venue
- One Facebook post and link in the month of January dedicated to our Center Stage Sponsors (2,815 followers)
- Eight complimentary First Night buttons and a poster
- *Cash Sponsors* who contribute \$1,000 or more will receive the following:
 - One complementary ticket to the Saratoga Arts Soiree held in early November
 - One discounted space rental at Saratoga Arts during the year of sponsorship
 - One ASSOCIATE level Business Membership to Saratoga Arts (see page 13)

Showcase Sponsor • In-kind or cash combination \$1,000 and up

- Company name displayed on 9,000 First Night button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Company logo and link on the Saratoga Arts' First Night and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- On-site *company provided banner* in performance venue for sponsor recognition
- On-site announcement of sponsor prior to performances
- One Facebook post in the month of January dedicated to our cash Showcase and Windows Sponsors (2,815 followers)
- Four complimentary First Night buttons and a poster
- *Cash Sponsors* who contribute \$1,000 will receive the following:
 - One complementary ticket to the Saratoga Arts Soiree held in early November
 - One discounted space rental at Saratoga Arts during the year of sponsorship

FIRST NIGHT GIVING LEVELS *Cont...*

Windows on Broadway • In-kind or cash combination \$500 and up

- Company name displayed on 9,000 First Night button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Company name and link on the Saratoga Arts' First Night and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- One Facebook post in the month of January dedicated to our cash Showcase and Windows Sponsors (2,815 followers)
- Two complimentary First Night buttons and a poster
- *Cash Sponsors* who contribute \$500 will receive one discounted space rental at Saratoga Arts during the year of sponsorship

Hospitality Sponsor • In-kind or cash combination \$500 and up

Help make participating in First Night financially possible for our performers and volunteers by donating hotel rooms to our event. If your Hotel or business is interested in selling buttons, becoming a performance venue, or creating a gift package, call us to discuss possibilities!

- Company name displayed on 9,000 First Night button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Name and link on the Saratoga Arts' First Night and Sponsor webpages
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- Hospitality Sponsors will receive special promotion in our December e-updates (6,500 addresses each), press releases and Facebook posts (2,815 followers)
- One Complementary First Night button and a poster

ADVERTISING OPPORTUNITIES

Support us by purchasing a full or half page color advertisement in our 28 page First Night program booklet.

Advertisements are limited to our current sponsors on a space available basis.

**Specs of the advertisements are subject to change*

Full Page Advertisement • \$500 additional (Ad spec: 7.25" wide x 9.5" tall. Full color)

- 20,000 copies distributed by December 1st to participating Price Choppers, Stewarts Shops, Adirondack Trusts, as well as other button selling venues and tourism centers in the capital district region
- Dissemination to the subscribers of The Saratogian and some affiliates with a circulation of 9,000+
- Company name and link will be posted on the Saratoga Arts' website for one year
- *Company provided* brochures or other print material will be placed at a venue hosting performers who best reflect your organization's target audience
- Key placement in the program booklet next to programming that reflects your organization's target audience, or paired with an artist's statement of support.

Half Page Advertisement • \$250 additional

(Ad spec: 3.5" wide x 9.5" tall or 7.25" wide x 4.5" tall. Full color)

- 20,000 copies distributed by December 1st to participating Price Choppers, Stewarts Shops, Adirondack Trusts, as well as other button selling venues and tourism centers in the capital district region
- Dissemination to the subscribers of The Saratogian and some affiliates with a circulation of 9,000+
- Key placement in the program booklet next to programming that reflects your organization's target audience.

FIRST NIGHT



GIVING LEVELS

5K Gold Sponsor • In-kind or cash combination \$3,000 and up

- Company logo displayed along with Center Stage Sponsors on 9,000 First Night button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Company logo and link on the Saratoga Arts' First Night, 5K and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- Logo will be included on the 5k race shirt (over 1,200 shirts total)
- Recognized in all 5K e-updates (6,500 addresses) and one 5K specific press release
- *Company provided banner* displayed at the race-site
- Sponsorship announced at the race-site
- Opportunity to man an information table for your business in the venue
- One Facebook post and link in the month of December on the First Night 5K event page dedicated to our Gold, Silver and Bronze sponsors
- Four complimentary shirts and a First Night poster
- Eight complimentary First Night buttons OR four complimentary race registrations
- *Cash Sponsors* who contribute \$1,000 or more will receive the following:
 - One complementary ticket to the Saratoga Arts Soiree held in early November
 - One discounted space rental at Saratoga Arts during the year of sponsorship
 - One ASSOCIATE level Business Membership to Saratoga Arts (see page 13)

5K Silver Sponsor • Cash Only \$1,000 and up

- Company name displayed along with Showcase Sponsors on 9,000 First Night button cards and 20,000 program guides which also appear as a supplement in The Saratogian
- Company logo and link on the Saratoga Arts' First Night, 5K and Sponsor webpages for one year
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- Logo will be included on the 5k race shirt (over 1,200 shirts total)
- Recognized in all 5K e-updates (6,500 addresses) and one 5K specific press release
- *Company provided banner* displayed at the race-site
- One Facebook post and link in the month of December on the First Night 5K event page dedicated to our Gold, Silver and Bronze sponsors
- Two complimentary shirts and a First Night poster
- Four complimentary buttons OR two complimentary race registrations
- One complementary ticket to the Saratoga Arts Soiree held in early November
- One discounted space rental at Saratoga Arts during the year of sponsorship

5K Bronze Sponsor • In-kind or cash combination under \$500 and up

- Name recognition on the Saratoga Arts' First Night 5K program booklet page with 20,000 copies distributed as a supplement in The Saratogian
- Recognition on the Saratoga Arts' First Night and Sponsor webpages
- Recognition in the Saratoga Arts newsletter 2 times per year (2,000+ each)
- One Facebook post and link in the month of December on the First Night 5K event page dedicated to our Gold, Silver and Bronze sponsors
- One Complementary First Night button and a poster

Start to finish on the beautiful Skidmore campus, The First Night 5K race attracts between 1000-1500 runners from all over the Northeast.

BUSINESS MEMBERSHIP OPPORTUNITIES

Many of our higher level sponsorships (\$2,000+) include business memberships as a benefit. However, if the sponsorship level you selected does not include a membership, we hope that you will consider joining us! Becoming a Business Member will allow you and your employees to take an active role in the Saratoga Arts community.

Business and Non-Profit Membership Levels & Benefits

Associate • \$100

- 1 individual friend level membership for 1 employee
 - discounts on class enrollments + some special events
 - participation in member exhibition opportunities
 - 10 % off gallery shop purchases
 - bi-monthly arts newsletter subscription
- Level 5 logo + link on the Membership page on the Saratoga Arts website
- 1 flyer insert into ArtsLetter*



Innovator • \$200

- 1 individual friend level membership for up to 2 employees
 - discounts on class enrollments + some special events
 - participation in member exhibition opportunities
 - 10 % off gallery shop purchases
 - bi-monthly arts newsletter subscription
- Level 4 logo + link on the Membership page on the Saratoga Arts website
- 1 flyer insert into ArtsLetter*

Creator • \$500

- 1 individual friend level membership for up to 5 employees
 - discounts on class enrollments + some special events
 - participation in member exhibition opportunities
 - 10 % off gallery shop purchases
 - bi-monthly arts newsletter subscription
- Level 3 logo + link on the Membership page on the Saratoga Arts website
- 1 flyer insert into ArtsLetter*
- 1 complimentary ticket to Annual Fundraiser
- Acknowledgment at select Saratoga Arts events

All members at the Associate Level and above will also be recognized in our Annual Report and acknowledged at Saratoga Arts.

*ArtsLetter Flyer Advertising

Every two months Saratoga Arts publishes and prints over 2,000 copies of the ArtsLetter, our newsletter that is mailed out to nearly 700 of our members. Business and not-for-profit members of Saratoga Arts have the opportunity to insert one flyer per year for an event into our newsletter on first-come, first-serve basis.

Company Information

Company Name: _____

Address: _____

Phone: (____) _____ E-mail: _____

Website: _____

Contact Name: _____

Title: _____

Sponsorship/Advertising Information

Pledged amount of Cash Sponsorship: \$ _____ I require an invoice: _____

Value of In-Kind Donation: \$ _____

Print-ready ads must be submitted electronically as PDF or JPEG by October 1, 2018.

Hospitality Sponsorship

Number of rooms able to provide on Sunday, December 30 2018: _____

Number of rooms able to provide on Monday, December 31 2018: _____

Any discount available: _____

I would like to become a member or renew my membership!

Membership Level: _____

Mail to: Saratoga Arts, 320 Broadway, Saratoga Springs, NY 12866

RE: Sponsorship

OR Scan and Email to: ajones@saratoga-arts.org

For questions or more information, please contact:

Alix Jones, Development Associate, 518.584.4132 x207

www.saratoga-arts.org

Please note:

Contributions (excluding advertisements and memberships) are **100% tax deductible**

You may write a single check for a sponsorship and a membership.

Please make checks **payable to: Saratoga Arts**

EXHIBITIONS

- \$5,000 Gallery
- \$3,000 Exhibit
- \$1,000 Atelier

CHILDREN PROGRAMS

- \$4,000 Inspiration
cash only
- \$2,000 Imagination
cash only
- \$500 Materials

FIRST NIGHT

- \$20,000 Signature
- \$10,000 Premier
- \$7,500 Kids in Free
cash only
- \$5,000 Fireworks
cash only
- \$5,000 Underwriting
- \$3,000 Center Stage
- \$3,000 5K Gold
- \$1,000 5K Silver
cash only
- \$1,000 Showcase
- \$500 Windows
- \$500 Hospitality
- \$500 5K Bronze

ADVERTISEMENTS

- \$500 Full Page Ad
cash only
- \$250 Half Page Ad
cash only

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MEMBERSHIPS

- \$500 Creator
- \$200 Innovator
- \$100 Associate

SARATOGA ARTS

experience . discover . create

320 broadway • saratoga springs, ny • www.saratoga-arts.org • 518-584-4132

EXHIBITIONS

12,000+ VISITORS • 3 ON-SITE GALLERIES • 6 OFF-SITE ART IN PUBLIC PLACES GALLERIES • ANNUAL MEMBERS' SHOW • 10x10 COMMUNITY EXHIBITION • LOCAL, REGIONAL & NATIONAL ARTISTS

EDUCATION

950+ STUDENTS ANNUALLY • 100 CLASSES & WORKSHOPS • 10 WEEKS OF VISUAL, THEATER, AND LITERARY ARTS SUMMER CAMP FOR KIDS • PROFESSIONAL DEVELOPMENT WORKSHOPS FOR ARTISTS

GRANTS

\$1.14 MILLION AWARDED SINCE 1991 • \$108,000 AWARDED IN 2017 TO 28 PROJECTS • ARTISTS, NON-PROFITS, & SCHOOLS IN SARATOGA, FULTON, AND MONTGOMERY COUNTIES

FIRST NIGHT

10,000+ VISITORS ANNUALLY FOR FIRST NIGHT SARATOGA • 70+ LOCAL, REGIONAL, & NATIONAL PERFORMERS • 30+ VENUES

ART @ WORK + HOME

ART PURCHASING PROGRAM CONNECTING BUSINESSES & INDIVIDUALS WITH THE ARTISTS THAT LIVE AND WORK IN THEIR COMMUNITIES

SPACE RENTALS

LOW COST RENTALS FOR INDIVIDUALS AND GROUPS • MULTI-USE THEATER & CLASSROOMS • DISCOUNTED RATES FOR MEMBERS

ART TOURS + SPECIAL EVENTS

PARTNERS WITH EDVENTURES TRAVEL FOR OVERSEAS ART TOURS • PLAYS, CONCERTS, FILMS, LECTURES, & MORE IN OUR 110 SEAT THEATER

SARATOGA ARTS' MISSION IS TO ENRICH THE REGION BY CULTIVATING A VIBRANT ARTS COMMUNITY ENSURING THAT THE ARTS ARE ACCESSIBLE TO ALL.