



Sponsorship and Support

2023



Why Saratoga Arts

We are your community arts center.

Founded in 1986 by and for artists and audiences, Saratoga Arts' mission is to enrich the region by cultivating a vibrant arts community and by ensuring that arts and culture is accessible to all.

Business Sponsors are vital for continuing the work we do and facilitate creativity to thrive in our community.

We show our gratitude through promotions and sing your praises from the rooftops year-round.

- ▶ Business Sponsorship
 - ▶ Artist Advocate
 - ▶ Community Patron
 - ▶ Business Partner
 - ▶ Art Sponsor
 - ▶ Arts Champion
- ▶ Event Sponsorship
 - ▶ Gallery Opening Nights
 - ▶ Art in the Park
 - ▶ First Thursdays
- ▶ In Kind Sponsorship
 - ▶ Food/Bev
 - ▶ Raffle or auction items
 - ▶ Logo Exchange
 - ▶ Discounts for SA member's
- ▶ Other Partnership Opportunities
 - ▶ Collaborative fundraisers
 - ▶ Cross-promotion of programs

Audience Impact

Our Subscribers and Platforms

- Facebook (4,600+ followers)
- Instagram (2,400+ followers)
- Newsletter (6,000+ subscribers)
- Summer Camp Parent Packs (500+ families)
- Art in the Park events (8,000+ attendees)
- Gallery openings (50+ attendees)
- Website (Over 12,000 average monthly views)



The background features abstract, overlapping green geometric shapes in various shades of green, ranging from light to dark, creating a modern and dynamic look. The shapes are primarily located on the right side of the page, with some extending towards the left.

Annual Business Sponsorship

Show your support with a one-time monetary contribution



\$250

Where you will be thanked

- Logo listing on our website
- Invitations to all member shows, artist talks, and exhibition openings
- A membership for up to four employees at Saratoga Arts, giving them each access to all [member benefits](#)

COMMUNITY PATRON



Where you will be thanked

- Logo listing on our website
- Invitations to all member shows, artist talks, and exhibition openings
- A membership to Saratoga Arts for **all** employees, giving them each access to our [member benefits](#)
- One annual promoted social media spotlight across our platforms

\$500

BUSINESS PATRON



\$1000

Where you will be thanked

- Logo listing on our website and bi-weekly newsletters
- Invitations to all member shows, artist talks, and exhibition openings
- A membership to Saratoga Arts for **all** employees, giving them each access to our [member benefits](#)
- Logo promotion and shout-outs at Saratoga Arts events
- Two annual promoted social media spotlights across our platforms

ARTS SPONSOR



Where you will be thanked

- Logo listing on our website and bi-weekly newsletters
- Invitations to all member shows, artist talks, and exhibition openings
- A membership to Saratoga Arts for **all** employees, giving them each access to our [member benefits](#)
- Logo promotion and shout-outs at Saratoga Arts events
- Four annual promoted social media spotlights across our platforms
- May use the gallery at 320 Broadway for one after-hours events with booking and staffing fees waived*

* [Business Member Event Guidelines](#) apply



Where you will be thanked

- Logo listing on our website and bi-weekly newsletters
- Invitations to all member shows, artist talks, and exhibition openings
- A membership to Saratoga Arts for **all** employees, giving them each access to our [member benefits](#)
- Logo promotion and shout-outs at Saratoga Arts events
- Four annual promoted social media spotlights across our platforms
- May use the gallery at 320 Broadway for two after-hours events with booking and staffing fees waived*

* [Business Member Event Guidelines](#) apply

2023 Business Sponsor Comparison

Make a one-time annual contribution and get promoted for the year at the arts center

		Benefits			
Sponsorship Level	Contribution	Logo Listing	Social Media Posts	Employee Memberships	Host Private Gallery Events
Art Advocate	\$250	Website		4	
Community Patron	\$500	Website, Newsletter	1	All employees	
Business Partner	\$1,000	Website, Newsletter, and Events	2	All employees	
Art Sponsor	\$2,500	Website, Newsletter, Events, Camp Parent Pack	4	All employees	1
Art Champion	\$5,000	Website, Newsletter, Events, Camp Parent Pack, and external sign on Broadway	4	All employees	2

Special Event Sponsors

Annual opportunities

First Thursdays - Performance Sponsor

Sponsor the 2023 series of live monthly musical performances.

Spring and Summer stage on SA patio, Winter stage indoors in the gallery or Dee Sarno Theater.

Impacts

- ▶ One performance per month (10-12 annual shows)
- ▶ Booking for 1-5 musicians and/or performers per event
- ▶ Audience: evening foot traffic from Broadway, audience size ranges from 10-200 people
- ▶ Enhanced visibility for your organization

Includes

- ▶ Your logo featured on digital and printed signage:
 - ▶ Event Banner
 - ▶ Newsletter
 - ▶ Website
 - ▶ Social media posts
- ▶ Artist “thank you” at beginning and end of show
- ▶ Access to all Arts Sponsor benefits



\$3000

Opening Nights - Gallery Sponsor

Sponsor exhibition openings in our main gallery, celebrating the work of 20 jury-selected local artists, High School All-Stars, our special summer exhibition, and more



\$1200

Impacts

- ▶ Nine total opening nights in 2023, including High School All-Stars and our annual Member's Show in November
- ▶ Booking for 1 pianist or another live solo musician for each event
- ▶ Costs for promotional materials, drinkware, and non-alcoholic beverage options
- ▶ Enhanced visibility for your organization

Includes

- ▶ Your logo featured on digital and printed signage:
 - ▶ Exhibition Checklist
 - ▶ Event Banner
 - ▶ Newsletter
 - ▶ Website
 - ▶ Social Media Posts
- ▶ Access to all Business Partner benefits

Other Forms of Giving

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ANNUAL or BY EVENT

Opening Nights - Wine Sponsor

Become an in-kind sponsor for 2023 Opening Nights in our main gallery, celebrating the work of 20 jury-selected local artists, High School All-Stars, our special summer exhibition, and more

Impacts

- ▶ Nine total opening nights in 2023, including The Summer Show and our annual Member's Show in November
- ▶ Enhanced visibility for your organization
- ▶ VIP access to all events for your business employees

Includes

- ▶ Your logo featured on digital and printed signage:
 - ▶ Exhibition Checklist
 - ▶ Event Banner
 - ▶ Newsletter
 - ▶ Website
 - ▶ Social Media Posts
- ▶ Additional benefits determined by total number of events sponsored

6 bottles or
1 case of malt
beverage
per event

48 bottles or
9 cases of malt
beverage
if annual

Other Forms of Giving

- ▶ Offer discounts for your business that we can share with our membership (e.g. 20% off for all SA members)
- ▶ Donation of goods or services for Saratoga Arts fundraising events
- ▶ Logo swaps or membership exchanges
- ▶ Donation of catering and/or specialty beverages for exclusive Saratoga Arts events
- ▶ If you would like to discuss sponsoring specific programming, a teaching artist, workshops, or weeks of our Summer Camps, please reach out for more details



Thank you!

You help us facilitate ways for creativity to thrive.

Your sponsorship helps us embrace all genres of art, support artists and performers, provide inquiry-based educational programming, and create strong cultural community access for all. Saratoga Arts is your community arts center.

Questions?

Call (518) 584-4132 and ask for Olivia Walton or email owalton@saratoga-arts.org