



# Sponsorship Investment Opportunities

## Help us bring the arts to life.

Thank you for being a partner with the Gaston Arts Council to recognize, participate and celebrate the arts in our community. Our existence is only possible with the support of friends, families and our business and corporate community. With your help, we can bring Gaston County to life with vibrant and thriving cultural experiences.

### Annual Events

#### **Earth Day Weekend Extravaganza**

Our tribute to Earth Day with a weekend of activities highlighting the eco-friendly and go-green facets of Gaston County.

*Eco Tour & Presentation:* Tours and demonstrations of Gaston County companies & business with eco-friendly practices.

*Concert in the Park:* Feature nationally recognized emerging artist or group as headliner and showcase local & area talent to open the show.

*RE:Design™ Earth Day Fashion Show:* Fashion show where accomplished artists/designers including (Gaston County high school and college students) create handcrafted fashions, including jewelry from recycled materials, to be showcased on the runway at the event. The "green carpet" experience and a VIP reception preclude the fashion show.

*Artists Along the Greenways & Trails:* Multidisciplinary arts activities & showcases.

#### **Title Sponsor - \$25,000**

##### *Benefits:*

- Company name included in name of event (with first right of refusal for next year)
- Speak from stage
- Complimentary booth space
- Company name and logo on GAC website
- Company banner on stage
- Two key company events promoted by GAC over a 12-month period
- Gift bag with creations by participating artists
- Company name and logo on all promotional material (including social media)
- Company name mentioned at throughout the event
- Company promotional items in goodie bags
- Special invitation to *RE:Design™ Earth Day Fashion Show* VIP reception
- Reserved VIP seating for 20 at *RE:Design™ Earth Day Fashion Show*



### **Artists Sponsor - \$15,000**

#### *Benefits:*

- Company logo on event banner
- Key company event promoted by GAC over 6-month period
- Gift bag with creations by participating artists
- Company name and logo on all promotional material (including social media)
- Company name mentioned at throughout the event
- Promotional items at GAC table
- Special invitation to *RE:Design*™ Earth Day Fashion Show VIP reception
- Reserved seating for 10 at *RE:Design*™ Earth Day Fashion Show

### **Event Sponsor - \$5,000**

#### *Benefits:*

- Company logo included on event poster and flyer
- Company name mentioned at beginning and end of event
- Promotional items at GAC table
- Special invitation to *RE:Design*™ Earth Day Fashion Show VIP reception
- Reserved seating for 4 at *RE:Design*™ Earth Day Fashion Show

## **Evening of Arts Elegance**

An upscale fundraising event with fine dining, visual arts and live music by a noted band & vocalist in late September.

### **Platinum Sponsor - \$10,000**

#### *Benefits:*

- Company name included in name of event (with first right of refusal for next year)
- Speak from stage
- Complimentary booth space
- Company name and logo on GAC website
- Company banner on stage
- Two key company events promoted by GAC over a 12-month period
- Company name and logo on all promotional material (including social media)
- Company name mentioned at throughout the event
- Company promotional items in goodie bags
- Reserved VIP seating for 16

### **Gold Sponsor - \$5,000**

#### *Benefits:*

- Company logo on event banner
- Key company event promoted by GAC over 6-month period
- Gift bag with creations by participating artists
- Company name and logo on all promotional material (including social media)
- Company name mentioned at throughout the event
- Promotional items at GAC booth
- Reserved seating for 8

### **Silver Sponsor - \$2,500**

#### *Benefits:*

- Company logo included on event poster and flyer
- Company name mentioned at beginning and end of event
- Promotional items at GAC booth
- Reserved seating for 4



## **Arts in the Park**

A signature outdoor event, held in early June, featuring an array of multidisciplinary art forms including performances and presentations which encourage interaction and foster learning in a fun, family-friendly environment. Headliners include nationally recognized emerging and established talent as well as local & area performers.

### **Title Sponsor - \$10,000**

#### *Benefits:*

- Company name included in name of event (with first right of refusal for next year)
- Speak from stage
- Complimentary booth space
- Company name and logo on GAC website
- Company banner on stage
- Two key company events promoted by GAC over a 12-month period
- Gift bag with creations by participating artists
- Company name and logo on all promotional material (including social media)
- Company name mentioned at throughout the event
- Company promotional items in goodie bags
- Seating for 20 under VIP tent

### **Artists Sponsor - \$5,000**

#### *Benefits:*

- Company logo on event banner
- Key company event promoted by GAC over 6-month period
- Gift bag with creations by participating artists
- Company name and logo on all promotional material (including social media)
- Company name mentioned at throughout the event
- Promotional items at GAC booth
- Seating for 10 under VIP tent

### **Event Sponsor - \$2,500**

#### *Benefits:*

- Company logo included on event poster and flyer
- Company name mentioned at beginning and end of event
- Promotional items at GAC booth
- Seating for 5 under VIP tent



## **Programs**

### **Arts in Education – Gaston County Public Schools**

Creative programs include:

*Pre-K:* A Wolf Trap Institute for Early Learning Through the Arts program focuses on Pre-K students at Title 1 schools.

\$36,000 covers the cost of bringing the program to all 20 Pre-K classrooms
\$18,000 covers the cost of bringing the program to half of the Pre-K classrooms
\$1,800 covers the cost of bringing the program to one Pre-K classroom

*Grades 3-5:* Students create projects which demonstrate the integration of arts and science, arts and technology, arts and engineering, and/or arts and math (STEAM) - includes Title 1 schools

\$60,000 covers the cost of supporting one project in all 40 classrooms
\$30,000 covers the cost of supporting one project in half classrooms
\$1,250 covers the cost of supporting one project in one classroom

*Grades 6-8:* Students create STEAM (Science Technology Engineering Arts Math)-focused projects related to workforce readiness - includes Title 1 schools

\$35,000 covers the cost of supporting one project in all 20 classrooms
\$17,500 covers the cost of supporting one project in half the classrooms
\$1,500 covers the cost of supporting one project in one classroom

*Arts and Humanities Explorers Career & Education Program – Gaston County High Schools*  
A program that introduces the multidisciplinary aspects of the arts to high school students and provides career orientation experiences, leadership opportunities, field trips and community service activities.

\$7,500 covers the cost to administer the program to 45-60 students for the school year
\$3,750 covers the cost to administer the program for half the school year
\$2,500 covers the cost of production for the end of year presentation

*LIT UP* - literacy initiative using the storytelling art form to assist students in Gaston County who are reading below grade level and identified as at risk for dropping out of school or not matriculating through 12th grade.

\$10,000 covers the cost to administer the program to 50 students for the school year
\$5,000 covers the cost to administer the program for half the school year



## Arts in Community

Interactive arts experiences presented to clients and/or residents of health and human services agencies and retirement centers throughout Gaston County.

<p>\$7,200 for 48 interactive art sessions and supplies (4 per month for 12 months) \$3,600 for 24 interactive art sessions and supplies (4 per month for 6 months) \$1,800 for 12 interactive art sessions and supplies (4 per month for 3 months)</p>
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## My Military Memories <sup>TM</sup>

A project to document the stories of Gaston County Veterans from all branches of service

<p>\$2,500 covers the cost of videotaping, B-roll, editing, production and creation of DVD for one veteran \$1,500 covers the cost of the initial documenting process of one veteran story in the written format with an experienced literary art professional</p>
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*Benefit: Sponsor receives recognition – “This project/program received support from \_\_\_\_\_”*

## Creative Pollinators

Monthly meetups (September – June) to share information and ideas with artists and creative professionals to spark innovation, creativity and resource sharing. Talented artists and speakers are featured.

### Title & Event Sponsor - \$10,000

*Benefits:*

- Company name included in name of event (first right of refusal for next year)
- Company banner upfront at venue
- Company name and logo on all promotional materials (including social media)
- Complimentary display table
- Opening remarks
- Company name and logo on GAC website



## Won't You Kindly Join Us?

Sponsor name (as it should appear on all promotional materials)

\_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

.....  
Payment Information:  Check Enclosed     MasterCard     Visa Card     AmEx

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Amount to be Charged \_\_\_\_\_ Zip Code \_\_\_\_\_

Please make checks payable to: Gaston Arts Council

Return completed form and payment to:  
Gaston Arts Council  
PO Box 242  
Gastonia, NC 28053

[GAC@gastonarts.org](mailto:GAC@gastonarts.org)

(704)853.2787 (ARTS)

[www.gastonarts.org](http://www.gastonarts.org)

## Thank You!