

# ART IN THE PARK



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](http://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







**FREE PROGRAMMING  
FOR ALL AGES IN THE  
CITY OF BUFFALO**

## ABOUT ART IN THE PARK

Art in the Park is a free initiative during the summer months 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 and hands-on art activities led by our roster of Teaching Artists. This initiative is open house-style, so everyone in the community can come and go as they please.

## DETAILS

**Dates:** Every Saturday, June–August

**Time:** 10:00am–1:00pm

**Location:** Prospect & JFK Parks, Buffalo

**Ages:** All ages

**Estimated Visitors:** 50–100, every Saturday

**Cost:** 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 initiative is critical to ensure our mission to inspire, expand learning, and strengthen the community through engagement with the arts, is fulfilled every day. Corporate sponsorship helps offset the cost of programming, allowing our Teaching Artists to make a thriving wage, while still keeping 88% of our programming completely free to the community!



*"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



*"The availability of quality cultural and arts programming for our youths and families provides great opportunities for learning, recreation, and personal growth for our residents and is a great benefit to our community!"*

**Mary Conable** YOUTH SERVICES, WARSAW PUBLIC LIBRARY

# Sponsorship Recognition Benefits

## NEWSLETTER

- 2,200 Subscribers
- 37% Open Rate
- 3% Click Rate

## SOCIAL MEDIA

- Facebook** > 2,073 followers + 1% engagement rate
- Instagram** > 1,186 followers + 2% engagement rate

## WEBSITE

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

## Presenting Sponsor > \$5,000

1 AVAILABLE

### RIGHTS & BENEFITS

- **As the “Presenting Sponsor”, you will receive brand exclusivity with your name and logo listed on ALL Art in the Park collateral and marketing opportunities**
- **Company logo featured on:**
  - All programming during Art in the Park will be marketed as: "Art in the Park Presented by..."- for up to 8 weeks
  - Signage at Prospect & JFK Parks in Buffalo, with an anticipated attendance of 50-100+ each weekend
  - All marketing - dedicated e-blast, newsletter, upgraded listing on homepage, and ads - in Kids Out and About, with over 90,000 views daily.
  - 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, including the opportunity for a quote in 1
  - 2 quarterly newsletters
  - All related e-blasts - minimum of 3
  - 8 Facebook posts + 8 Instagram posts and stories + 8 Instagram collab. post
  - Art in the Park website page and Facebook event pages

### 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.

## Weekly Station Sponsor > \$5,000

3 AVAILABLE

### RIGHTS & BENEFITS

- **Company listed as “Weekly Station Sponsor” for one art station each Saturday**
- **Company logo featured on:**
  - Signage at Prospect & JFK Parks in Buffalo, with an anticipated attendance of 50-100+ each weekend
  - Marketing - dedicated e-blast, newsletter - in Kids Out and About, with over 90,000 views daily.
  - 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 pre-and/or post press releases
  - 1 quarterly newsletters
  - All related e-blasts - minimum of 2
  - 4 Facebook posts + 4 Instagram posts and stories + 4 Instagram collab. post
  - Art in the Park website page and Facebook event pages

## Saturday Sponsor > \$1,000

8 AVAILABLE

### RIGHTS & BENEFITS

- **Company listed as “Saturday Sponsor” in day-of specific promotional collateral and marketing opportunities for the selected Saturday**
- **Company logo featured on:**
  - Signage at Prospect & JFK Parks in Buffalo, with an anticipated attendance of 50-100+ each weekend
  - Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners
- **Company included in:**
  - 1 quarterly newsletters
  - All related e-blasts - minimum of 1
  - 2 Facebook posts + 2 Instagram posts and stories
  - Art in the Park website page and Facebook event pages

*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 THE WORKFORCE

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

- \$5,000 Presenting Sponsor
- \$3,000 Weekly Station Sponsor
- \$1,000 Saturday 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](mailto:beth@artsforlearningwny.org).**