

Arts in Education Week

September 8 - 14, 2024



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

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



ARTS IN EDUCATION WEEK

SEPTEMBER 8 - 14, 2024

ABOUT ARTS IN EDUCATION WEEK

Arts education, comprising a rich array of disciplines including dance, music, theater, media arts, literature, design, and visual arts, is a core academic subject and an essential element of a complete and balanced education for all students. To recognize the impact and transformative power of the arts in education, Congress designates the second week of September annually as National Arts in Education Week.

Arts for Learning WNY will join thousands of arts organizations and communities across the nation to celebrate National Arts in Education Week this September 9-14th, 2024. All week long, the organization will provide hands-on multidisciplinary learning activities and performances for individuals of all ages, backgrounds, and levels of ability that are educational, fun, and free of cost.

The goal of Arts in Education Week is to provide an opportunity for our shared community to come together and celebrate the arts, build social connections, and to honor the efforts of teachers, artists, and cultural groups working to make sure everyone has access to - and takes part in - high quality and lifelong learning experiences in the arts, both in school and in the community.

INITIATIVES

Eat, Learn, Grow

Date: Tuesday, September 10

Time: 8:00am - 10:00am

About: Supporters of Arts for Learning will enjoy a complimentary breakfast at BPS #95, Waterfront Elementary School, a partner of the organization for over 25 years, and hear directly from student and teacher participants of our programming and how arts education have directly impacted them and their classrooms. Our guests will then join the entire school for an assembly performance presented by Teaching Artist Andy Parker and his Weather Machine.

Tap into the Arts

Date: Thursday, September 5

Time: 5:00pm - 7:30pm

About: Guests will enjoy the harmonious blend of artmaking and brews at Rusty Nickel Brewing Company. This is the only ticketed event during this week-long celebration and will feature a live creation station presented by one of our rostered Teaching Artists while guests enjoy drinks and tap into their creative side.

Festival of the Arts

Date: Saturday, September 14

Time: 10:00am - 1:00pm

About: To cap Arts in Education Week, Arts for Learning will rent the stage at Theatre of Youth to present free live performances perfect for children from Pre-K through 3rd grade and their families, and individuals of all backgrounds and levels of ability. Performance artists will include African Drum & Dance presented by Mohamed Diaby and guests, and BubbleMania presented by Doug Rougeux. The organization is coordinating with poet, Emmy Winner, and Buffalo's own Jillian Hanesworth to be a potential Keynote Speaker prior to the performances. In honor of Arts in Education Week and the start of a new school year, Arts for Learning is also looking to partner with PanchoPacks/The Teacher's Desk to provide the first 100 guests free back to school supplies.

Festival of the Arts Sponsor > \$5,000

1 AVAILABLE

RIGHTS & BENEFITS

- **Company listed as “Festival of the Arts Sponsor” in all affiliated promotional collateral and marketing opportunities**
- **Company logo featured on:**
 - All marketing efforts related to Festival of the Arts – digital and print fliers and brochures.
 - All day-of marketing efforts for Festival of the Arts, including any program and signage at the event. Anticipated attendance of 150+ people and media attention
 - 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
 - 1 quarterly newsletters
 - All related e-blasts - minimum of 2
 - Pre-and/or post social media posts: 4 Facebook posts + 4 Instagram posts and stories + 4 Instagram collab. post
 - Festival of the Arts Facebook event page and Arts in Education Week website page
- **Additional Benefits:**
 - 2 seats at Festival of the Arts

Tap into the Arts Sponsor > \$3,000

1 AVAILABLE

RIGHTS & BENEFITS

- **Company listed as “Tap into the Arts Sponsor” in all affiliated promotional collateral and marketing opportunities**
- **Company logo featured on:**
 - All marketing efforts related to Tap into the Arts – digital and print fliers and brochures.
 - All day-of marketing efforts for Tap into the Arts, including any program and signage at the event. Anticipated attendance of 50+ people.
 - 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 press release
 - 1 quarterly newsletter
 - 1 related e-blasts
 - Pre-and/or post social media posts: 3 Facebook posts + 3 Instagram posts and stories + 3 Instagram collab. post
 - Arts in Education Week website page and Tap into the Arts Facebook event page
- **Company included in:**
 - 2 tickets to Tap into the Arts

Eat, Learn, Grow Sponsor > \$1,000

1 AVAILABLE

RIGHTS & BENEFITS

- **Company listed as “Eat, Learn, Grow Sponsor” in all affiliated promotional collateral and marketing opportunities**
- **Company logo featured on:**
 - All marketing efforts for Eat, Learn, Grow at Waterfront Elementary – 30+ invitations.
 - All day-of marketing efforts for the event, including any programs and signage at the event. Anticipated attendance of 30+ people including local politicians, funders, businesses, and donors, and funders in addition to school staff, 300+ students, and media.
 - 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 press release
 - 1 quarterly newsletter
 - 1 related e-blasts
 - Pre-and/or post social media posts: 2 Facebook posts + 2 Instagram posts and stories + 2 Instagram collab. post
 - Arts in Education Week website page
- **Additional Benefits:**
 - 2 seats at Eat, Learn, Grow at Waterfront Elementary

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.



“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 Agreement Form

Sponsorship Levels

SELECT ONE

- \$10,000 Presenting Sponsor
- \$5,000 Festival of the Arts Sponsor
- \$3,000 Eat, Learn, Grow Sponsor
- \$1,000 Tap into the Arts 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.**