

FAMILY ART FEST

A FREE EVENT CELEBRATING ART AND COMMUNITY!



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

17,560 STUDENTS
received hands-on access to arts integrated programming, with many students receiving more than one session

3,353 COMMUNITY MEMBERS
WERE ENTERTAINED & EDUCATED THROUGH OUR CREATIVE FAMILY PUBLIC PROGRAMMING SERIES

635 WORKSHOPS, PERFORMANCES, AND RESIDENCIES PRESENTED BY OUR TEACHING ARTISTS



**17 PERFORMING ARTISTS
13 TEACHING ARTISTS
12 CULTURAL PARTNERS**



developed and delivered various arts integrated learning experiences in all subject areas

70 SCHOOLS, LIBRARIES, SUMMER CAMPS, AND COMMUNITY SITES served in Western New York

THE ARTS PARTNERS FOR LEARNING INITIATIVE COLLABORATED WITH 12 ARTS AND CULTURAL ORGANIZATIONS IN WESTERN NEW YORK, offering 15 unique educational programs for 1,231 students



88% OF PROGRAMMING WAS FREE TO PARTNER ORGANIZATIONS



10 TEEN APPRENTICES WERE HIRED THROUGH ARTWORKS and trained under

Teaching Artists to learn art forms while gaining basic job and college readiness skills

6 SCHOOLS IN 3 DIFFERENT DISTRICTS AND 2 DIFFERENT COUNTIES participated in the Whole School Partnership Program, with over 1,200 students and 15 teachers served



**A FREE EVENT
CELEBRATING ART
AND COMMUNITY**

ABOUT

Arts for Learning WNY (formerly Young Audiences of Western New York) is pleased to present a series of free programming, celebrating National Young Audiences Week, for families that are looking to have fun this spring break. Family ArtFest is a family-friendly festival celebrating art and the community. The event will celebrate Buffalo's vibrant arts community while combining creative multi-disciplinary hands-on art activities and live performances led by our roster of Teaching Artists and Cultural Partners with food from local and diverse vendors, and so much more. Workshop stations will be perfect for children from Pre-K through 3rd grade and their families, and individuals of all backgrounds and levels of ability are welcome to join. This inaugural event is for young artists, children with grand imaginations, and families. Those near and far are invited to experience this open-house-style event.

DETAILS

DATE: Saturday, April 26, 2025

TIME: 10:00am-1:00pm

LOCATION: The Broadway Market

ADMISSION: 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 event is critical to ensure our mission to inspire, expand learning, and strengthen the community through engagement with the arts, is fulfilled every day. Proceeds from the event will directly contribute towards the professional roster of Teaching Artists who will implement creative learning opportunities to more than 20,000 youth and families in all 8 counties of Western New York. Corporate sponsorship helps offset the cost of programming, allowing our artists to make a thriving wage, while still keeping 88% of our programming completely free to the community!



"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 Recognition Benefits

NEWSLETTER

- 2,210 Subscribers
- 37% Open Rate
- 3% Click Rate

SOCIAL MEDIA

- Facebook** > 2,249 followers + 3% engagement rate
- Instagram** > 1,198 followers + 2% engagement rate

WEBSITE

786 Monthly visitors + 6m. 27s. Avg. time on site + 1.5 Avg. pages/session

Family ArtFest Benefits Report 2024

PRINTED MATERIALS

- 38 Event Signs
- 300 Flyers (*distributed at Broadway Market Easter Weekend*)
- 500 Rack Cards (*distributed day of event*)

DIGITAL MARKETING

- Facebook/Instagram/Email** > 67,796 impressions + 1,601 engagement + 60 social posts + 8,072 e-blast deliveries + 30% open rate
- Kids Out and About** > 40,776 e-blast deliveries + 85,340 impressions + 294 ad clicks

DIRECT MAIL

- 1,000 Mailers (*distributed by Senator Tim Kennedy's office*)
- 950 Post Cards (*distributed by A4L to constituents, funders, politicians, partners*)

ATTENDANCE

500

Presenting Sponsor > \$10,000

1 AVAILABLE

RIGHTS & BENEFITS

As the “Presenting Sponsor”, you will receive brand exclusivity with your name and logo listed on ALL event collateral and marketing opportunities

Company logo featured on:

- The event logo will be listed as: "Family ArtFest presented by..."
- Collateral given to first 200 attendees (**need commitment by Feb. 1 to be included**)
- 300+ flyers hanging and distributed at the Broadway Market in the 2 weeks leading up to Easter, which sees nearly 250,000 visitors annually
- Inclusion in paid marketing efforts such as, but not limited to: Kids Out and About and/or Step Out Buffalo
- All printed marketing efforts, which may include flyers, postcards, rack cards, and advertisements
- 38 signs in high traffic areas during the event, with an anticipated attendance of 500+ people
- Annual Arts for Learning WNY Impact Report, distributed to an average of 1,000 partners
- Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

- All related pre and post press releases - minimum of 2, including the opportunity for a quote in 1 quarterly newsletter
- All related e-blasts - minimum of 5
- All social media posts, with the following dedicated to your company for acknowledgment: 4 Facebook posts + 2 Instagram posts and stories + 1 Instagram collab. post
- Family ArtFest website page and Facebook event page

Additional opportunities:

- Category exclusivity rights to be exclusive partner in business category
- Provide volunteers for the day of the event
- Sponsor “National Young Audiences Week” including:
 - Week-long workshops and/or performances hosted at the Downtown Library

Workshop Sponsor > \$7,500

1 AVAILABLE

RIGHTS & BENEFITS

Company listed as “Workshop Sponsor” in all promotional collateral and marketing opportunities

Company logo featured on:

- Collateral given to first 200 attendees (*need commitment by Feb. 1 to be included*)
- Inclusion in 1 paid advertisement in Kids Out and About or Step Out Buffalo
- All printed marketing efforts, which may include flyers, postcards, rack cards, and advertisements (*barring those distributed at the Broadway Market in the 2 weeks leading up to Easter*)
- Up to 15 signs in high traffic areas during the event, and at all workshop stations (6 total) , with an anticipated attendance of 500+ people
- Annual Arts for Learning WNY Impact Report, distributed to an average of 1,000 partners
- Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

- All related pre and post press releases - minimum of 2
- 1 quarterly newsletter
- All related e-blasts - minimum of 3
- 3 dedicated Facebook posts + 2 dedicated Instagram posts and stories
- Family ArtFest website page and Facebook event page

Additional opportunities:

- Provide volunteers for the day of the event

Performance Sponsor > \$5,000

1 AVAILABLE

RIGHTS & BENEFITS

Company listed as “Performance Sponsor” in all performance promotional collateral and marketing opportunities

Company logo featured on:

- Inclusion in 1 paid advertisement in Kids Out and About or Step Out Buffalo
- All printed marketing efforts, which may include flyers, postcards, rack cards, and advertisements (*barring those distributed at the Broadway Market in the 2 weeks leading up to Easter*)
- Signage at performance space during the event, with an anticipated attendance of 500+ people
- Annual Arts for Learning WNY Impact Report, distributed to an average of 1,000 partners
- Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

- 1 quarterly newsletter
- All related e-blasts - minimum of 3
- 2 dedicated Facebook posts + 1 dedicated Instagram posts and stories
- Family Art Fest website page and Facebook event page

Additional opportunities:

- Provide volunteers for the night of the event

Activity Sponsor > \$1,000

6 AVAILABLE

RIGHTS & BENEFITS

Company listed as “Activity Sponsor” at 1 station the day of the event

Company logo featured on:

- All online marketing efforts
- Signage at 1 activity station during the event, with an anticipated attendance of 500+ people
- Annual Arts for Learning WNY Impact Report, distributed to an average of 1,000 partners
- Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

- 1 pre-event press releases
- 1 Facebook posts + 1 Instagram posts and stories
- Family Art Fest website page

Additional opportunities:

- Provide volunteers for the day of the event

Day Sponsor > \$500

UNLIMITED

RIGHTS & BENEFITS

Company listed as “Day Sponsor” the day of the event

Company logo featured on:

- All online marketing efforts the day of the event
- Annual Arts for Learning WNY Impact Report, distributed to an average of 1,000 partners
- Young Audiences National Annual Report, distributed to 26 communities nationwide

Company included in:

- 1 Facebook posts + 1 Instagram posts and stories
- Family Art Fest website page

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 LIFE**

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

- \$10,000 Presenting Sponsor
- \$7,500 Workshop Sponsor
- \$5,000 Performance Sponsor
- \$1,000 Activity Sponsor
- \$500 Day 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 and at beth@artsforlearningwny.org.**