

# Creative Family Programming

AT AREA PUBLIC LIBRARIES



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](https://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



# CREATIVE FAMILY PROGRAMMING

FREE PROGRAMMING FOR ALL AGES AT AREA PUBLIC LIBRARIES

## ABOUT THE CREATIVE FAMILY PROGRAMMING SERIES

Creative Family Programming is provided by the diverse Teaching Artists on roster and cultural partners whose work makes our region one of America's top destinations. Programs will be presented at libraries throughout Western New York, specifically those libraries most rural and in need of diverse and arts-rich programming for their communities. Programs will include art forms like music, multimedia arts, theater, fashion, dance, visual and literary arts. Genres will range from Classical to Hip Hop, African to Bollywood, storytelling to slam, bookmaking to murals, and building didgeridoos with cardboard tubes to computer aided 3-D design and printing. They will invite a dialogue about the region's cultural riches, race, and history, and include hands-on workshops or performances in visual, literary, and/or performing arts. Programming is free to the public and meant for all ages.

## PAST PARTNERING LIBRARIES HAVE INCLUDED

- Audubon Branch Library, Amherst NY
- Boston Free Library, Boston NY
- Cassadaga Library, Cassadaga NY
- Community Free Library, Holley NY
- Clarence Public Library, Clarence NY
- Hamburg Public Library, Hamburg NY
- Mary E. Seymour Memorial Free Library, Stockton NY
- Newstead Public Library, Akron NY
- North Tonawanda Public Library, Tonawanda NY
- Richmond Memorial Library, Batavia NY
- Sanborn-Pekin Free Library, Sanborn NY
- Warsaw Public Library, Warsaw NY
- Williamsville Public Library, Williamsville NY
- Buffalo & Erie County Public Library, Buffalo NY
- Byron Bergen Public Library, Bergen NY
- Clarence Public Library, Clarence NY
- Cordelia Green Library, Castile, NY
- Dudley Branch Library, Buffalo NY
- Lockport Public Library, Lockport NY
- Minerva Free Library, Sherman NY
- Niagara Falls Public Library, Niagara Falls NY
- Olean Public Library, Olean NY
- Salamanca Public Library, Salamanca NY
- Seneca Nation Libraries, Salamanca NY
- Yates Community Library, Lyndonville NY

## IMPACT

Arts for Learning will collaborate with the region's libraries to provide arts integrated programs for youth and families. Libraries are open, public institutions that attract a diverse, all ages, population interested in new experiences; a perfect avenue to connect with families. Our programs explore differences, encourages collaboration, and exposes children and families to the exciting and varied world around us. Through arts inspired dialogue, participants will learn to embrace diversity, understand opportunities to impact their world positively, and participate in it fully.



*"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

- 2,067 Subscribers
- 37% Open Rate
- 3% Click Rate

### SOCIAL MEDIA

- Facebook** > 2,073 followers + 1% engagement rate
- Instagram** > 1,086 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 Creative Family Programming at Area Public Libraries collateral and marketing opportunities**
- **Company logo featured on:**
  - All library programming will be marketed as: "Creative Family Programming at Area Public Libraries presented by..."
  - Signage in high traffic areas at each partnering library, with an anticipated attendance of 50+ each program
  - 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 post press releases - minimum of 4, including the opportunity for a quote in 1
  - 4 quarterly newsletters
  - All related e-blasts - minimum of 4
  - 8 Facebook posts + 4 Instagram posts and stories + 2 Instagram collab. post + 2 Twitter posts
  - Creative Family Programming 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.

## County Sponsor > \$3,000

8 AVAILABLE

### RIGHTS & BENEFITS

- **Company listed as “County Sponsor” in all county-specific promotional collateral and marketing opportunities**
- **Company logo featured on:**
  - Signage in high traffic areas at each partnering library in 1 county, with an anticipated attendance of 50+ each program
  - 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 post press releases - minimum of 2
  - 3 quarterly newsletters
  - Related e-blasts - minimum of 3
  - 6 Facebook posts + 3 Instagram posts and stories + 1 Instagram collab. post + 1 Twitter posts
  - Creative Family Programming website page and Facebook event pages

## Library Sponsor > \$1,000

24 AVAILABLE

### RIGHTS & BENEFITS

- **Company listed as “Library Sponsor” in all library-specific promotional collateral and marketing opportunities**
- **Company logo featured on:**
  - Signage in high traffic areas at 1 library partner, with an anticipated attendance of 50+ each program
  - Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners
- **Company included in:**
  - All related press releases - minimum of 1
  - 2 quarterly newsletters
  - Related e-blasts - minimum of 2
  - 4 Facebook posts + 2 Instagram posts and stories + 1 Twitter posts
  - Creative Family Programming website page and Facebook event pages

#### SUCCESS IN THE WORKFORCE

69% say that **the more creative and innovative they are at their job, the more successful they are** in the workplace.

80% **feel more confident** in completing projects and working with a team.

72% of business leaders say **creativity is the number one skill** they are seeking when hiring.

## Program Sponsor > \$500 UNLIMITED

---

### RIGHTS & BENEFITS

- **Company listed as “Program Sponsor” in program-specific collateral and marketing opportunities**
- **Company logo featured on:**
  - Signage in high traffic areas of 1 library partner where 1 program is happening, with an anticipated attendance of 50+
  - Annual Arts for Learning WNY Impact Report, distributed to an average of 900 partners
- **Company included in:**
  - 1 quarterly newsletter
  - Related e-blasts - minimum of 1
  - 1 Facebook post + 1 Instagram post and story

---

*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

- \$5,000 Presenting Sponsor
- \$3,000 County Sponsor
- \$1,000 Library Sponsor
- \$500 Program 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).**