

# YOUR SPONSORSHIP SUPPORTS THE ARTS COUNCIL

The ARTS Council of the Southern Finger Lakes is our region's arts services organization.

Founded in 1972, we provide learning opportunities, collaborative networking, cultural exhibits, grants, and programming in Chemung, Schuyler, Steuben, and Tioga counties in New York State.

## Vision Statement:

The Southern Finger Lakes will be an internationally renowned arts haven filled with homegrown talent and creative people who have moved here to join the vibrant multi-county arts scene.

## Mission Statement:

The arts are foundational to the human experience and a thriving region. The ARTS Council of the Southern Finger Lakes elevates our community through support, advocacy and promotion of the arts.

## CONTACT US ABOUT A CUSTOM PACKAGE!

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*Programs and services of The ARTS Council of the Southern Finger Lakes are made possible by the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature, local foundations, county governments, members and patrons.*



*\* All photos provided by Chris Walters*



*become a*  
**BUSINESS SPONSOR**

## SUPPORT THE ARTS!

**S**upporting the arts does more for our community than ensure fun activities. The arts boost the overall quality of life. Communities with high concentrations of the arts have more civic engagement and vibrancy. Studies show that children with opportunities in art and music do better in testing and are more successful. In health care, the arts have been shown to improve mental health and shorten recovery times.\* This highlights what we at The ARTS Council already know: the arts are not optional. They are an essential part of being human and an important tool to advance the well-being of this region.

Along with quality of life, an investment in the arts also affects our economy. The arts are crucial for attracting and retaining talented employees. Arts and cultural tourists are ideal visitors since they have been shown to stay longer and spend more money than other tourists. The arts create jobs, and generate more income for our businesses and expand the tax base for our neighborhoods.\*\*

Read on to learn more about how you can support The ARTS Council of the Southern Finger Lakes.

\*Source: Americans for the Arts, 10 Reasons to Support the Arts, 2015

\*\*Source: National Endowment for the Arts, Arts and Cultural Production Satellite Account Issue Brief #6: The Impact of New Demand for Arts and Culture, 2015

# THE GALLERY

# EVENTS

# PROGRAMS

- Right of first refusal for 2020
- Company name included with event names for all promotional materials
- Link in Facebook promotion
- Plus Benefits Listed Below

One available  
**\$1,000**  
Gallery Title Sponsor

- Logo/Name displayed onsite
- Link to company website in email promotions
- Plus Benefits Listed Below

Four available  
**\$500**  
Exhibit

- Name displayed onsite
- Logo & Link on our website

Three available  
**\$250**  
Display

## ARTS GALLERY RECEPTIONS

The ARTS Council reaches over 1,700 people annually with exhibitions in **The Evelyn Peeler Peacock Gallery** and beyond. We host 10 to 12 receptions in our gallery every year. We also host temporary “pop-up” exhibits in non-arts venues several times a year. Using the Urban Arts Crawl to increase our reach, we include experimental and theatrical arts events in our gallery. Our gallery receptions regularly draw 100 attendees, and sponsoring our receptions is a great way to get your business’s name in front of the arts loving community!

**Gallery Receptions:**  
10 - 12 Receptions  
1,700 People Attending  
10,500 Impressions Advertising Reach\*

## ARTS EVENTS

The ARTS Council’s signature fundraising event, **Runway Reboot**, is a spectacle of amazing proportions! **Runway Reboot** continues to expand every year and draws talent and attention from well beyond the Southern Tier. The fashion show features unique creations made by artists of all ages using recycled or repurposed materials. We anticipate 500 in attendance for May 2019 with word of mouth reaching well beyond that!

Every year, The ARTS Council celebrates artists and art lovers in Chemung, Schuyler and Steuben counties with our December **ARTS Awards Ceremony**. We give out four separate awards that honor art teachers, volunteers, professionals, and philanthropists. The Award Ceremony is hosted in venues throughout our service region and reaches many community leaders.

**Runway Reboot:**  
500 People Attending  
23,800 Impressions Advertising Reach\*

**ARTS Awards Ceremony:**  
150 People Attending  
6,500 Impressions Advertising Reach\*

*\*Depending on Level of Sponsorship*



- Right of first refusal for 2020
- Company name included with event names for all promotional purposes
- Link in Facebook promotion
- Half page ad in each program
- 4 VIP tickets to Runway Reboot & 4 Sponsor Seats at the Awards Ceremony
- Plus Benefits Listed Below (not incl. tickets)

One available  
**\$6,000**  
Events Sponsor

- Logo/Name displayed on print materials: post cards and posters
- Quarter page ad in each program
- 2 VIP tickets to Runway Reboot & 2 Sponsor Seats at the Awards Ceremony
- Plus Benefits Listed Below (not incl. tickets)

Two available  
**\$4,000**  
Costume Designer

- Name displayed on posters
- Eighth page ad in each program
- Plus Benefits Listed Below

Four available  
**\$3,000**  
Stagehand

- Link to company website in email promotions
- Logo in each event program
- 2 Seated Admission Tickets to Runway Reboot & 2 Sponsor Seats at the Awards Ceremony
- Plus Benefits Listed Below (not incl. tickets)

Six available  
**\$2,000**  
Usher

- Logo & Link on our website
- Name in each event program
- Place your promo items in Runway Reboot swag bag
- 2 Standing Tickets to Runway Reboot & 2 Sponsor Seats at the Awards Ceremony

Six available  
**\$1,000**  
Ticket Collector

- Right of first refusal for 2020
- Company name included with event name for all promotional materials
- Link in Facebook promotion
- Plus Benefits Listed Below

One available  
**\$500**  
Programs Title Sponsor

- Logo/Name displayed onsite
- Link to company website in email promotions
- Plus Benefits Listed Below

Four available  
**\$250**  
Orator

- Name displayed onsite
- Logo & Link on our website

Three available  
**\$150**  
Tech Support

## ARTS PROGRAMS

The ARTS Council supports over 300 individual artists and 90 cultural organizations with grants and innovative programming. The Business of Art workshop series helps entrepreneurial artists. Arts and Recreation brings young professionals into cultural organizations in the region. Folk Arts programs highlight traditional art often overlooked by visitors and community members alike.

**Programs:**  
82 programs last year  
Nearly 90 collaborating partners  
Over 9,000 people attending  
24,000 Impressions Advertising Reach\*

# SPONSORSHIP OPPORTUNITIES