

Sponsors and Underwriters are crucial to helping keep arts opportunities and experiences alive in our communities! Become a Sponsor Today!

2023-2024

Weehawken Keystone Events Business Sponsor & Donor Info

And Individual/Family Underwriter Information

An Outline of Options for Businesses and Families tied to Weehawken's signature events and performances





WHY SUPPORT WEEHAWKEN?

THE OUTCOMES! Proven Outcomes associated with participation in community arts programs include: *pride in community; confidence; persistence; poise; leadership; strengthened problem solving & critical thinking skills; collaboration; better time management skills; better overall achievement in school due to participating in our programs; better creative thinking skills; a greater level of personal accountability; a greater level of motivation and empathy.* Youth arts programs also help young people develop *self-efficacy, self-awareness, and the ability to self-regulate and express emotions.*



Weehawken Creative Arts produces **OVER 300 PROGRAMS and EVENTS** in our communities **EACH YEAR** for adults and youth!

Each program offers an opportunity to have a big impact on our students - and our communities.



WEEHAWKEN *KEYSTONE EVENTS & PERFORMANCES INCLUDE

- 2 major dance productions in Montrose with split casts (over 300 dancers featured)
- Gingerbread Workshops + Adult Gin & Gingerbread Event (over 150 people in Ouray County/Over 100 in Ridgway)
- The Annual Amateur Sculpting Contest (over 100 participants)
- The Ridgway Rendezvous Arts Festival (10,000+)
- The Sneffels Fiber Arts Fest (over 600 participants)
- Weehawken Youth Theater Performances (including collaborative school productions).
Hosting performances at least 2x a year in Ouray County and we have an aim of developing more theater in Montrose if we have more sponsorship support for it.

WCA KEYSTONE SPONSOR BENEFITS AND LEVELS

ADVERTISING BENEFITS	\$250	\$500	\$850	\$1,500	\$2,500	Limit 3 Gold \$3,250 TAKEN	Limit 1 Presenting \$4,500 TAKEN
Text Listing in Dance & Theater Programs	x	x	x	x	large font	larger, bold font	prominent
Sponsor Thanks E-Blast (2500+ Subscribers)		sm. text	text	sm logo	med logo	large logo+ link	prominent logo +link
Facebook "Shout-Out's"			annually	twice a year	three x a year	Quarterly	Monthly
WCA Website Recognition		small text	text	text w/ link	logo w/link	lg lgo w/link	logo or display ad w/ link
Advertisement in Dance & Theater Digital Programs			Logo Ad	1/4 Page Ad	1/2 Page Ad	Full Page color ad	PRESENTING + Full Page - color
Verbal Recognition at the Events				x	x	x	significant
Recognition on All Event Posters				text	sm. logo	large logo	prominent logo

Opportunity for Printed Coupon or promo at all non-performance events				yes: you give materials	yes: you give materials	yes: we will print for you	yes: we will design & print for you
Sponsor "Thank You" Banner @ Events				text	logo	larger logo	prominent logo
Logo in pre-performance movies					x	x	prominent logo

*Tickets to Winter Show (Dec. 2022)		*\$50 in ticket credit total -- use how you like for any of these	*\$90 in ticket credit total -- use how you like for any of these	*\$145 in ticket credit total -- use how you like for any of these	*\$250 in ticket credit total -- use how you like for any of these	*\$325 in ticket credit total -- use how you like for any of these	Super Special Reserved Seats: Early option to have up to 10 seats total in your choice of row for each production
*Tickets to Spring Show (May 2023)							
*Tickets to any Youth Theater Performances							

* Ticket credit can be claimed by calling Weehawken at 970.318.0150 or emailing Trisha at programs@weehawkenarts.org Tickets must **be reserved at least one-week** in advance. No cash value.

Sign up online at: <https://weehawkenarts.org/support/business-sponsorship/>

**Note: Keystone events do not include The Ridgway Fete de la Musique or the Ridgway 1k (both of which are shared special events with RCS). Those events have separate sponsorship packages due to the shared nature of the events.*

NOT REALLY LOOKING FOR AN AD? WANT TO BUILD SOMETHING NEW? UNDERWRITE OR SPONSOR A SPECIFIC PROGRAM OR NEED INSTEAD!

OPTIONS

NEEDS-BASED YOUTH SCHOLARSHIP PROGRAM UNDERWRITER Help underwrite our successful

and established scholarship program, which has been in-place since 2008 to address community needs and ensure that those who wish to participate, can. This program includes a "Needs-Based" scholarship application that typically offers anywhere from a 50% scholarship to a full scholarship and a "Nominated Needs-Based" Scholarship, which allows for any adult from outside of a family to apply for a scholarship on an interested student's behalf. Scholarships are underwritten by donors, who are mostly individuals in the communities and in some cases, scholarships are underwritten by specific grants (*for example, the Telluride Foundation and Montrose Community Foundation have helped to fund scholarships in the past*).

DANCE PROGRAM Our Dance program has a 15-year proven record of encouraging young students to develop physical fitness, appreciation of the body, concern for sound health practices, and effective stress management approaches. The program teaches the values and skills of creativity, problem solving, risk taking, making judgments in the absence of rules, and higher-order thinking skills. Further, one of our core program values is KINDNESS, where students learn to value being good neighbors and are encouraged to see and experience the value of community. Underwriters are needed to help with costs of cleaning staff and supplies, classroom rent (which is ever-growing in price), scholarships, insurance, equipment, basic costume purchases, special training for teachers, costume and set storage, dancewear for scholarship students, classroom security, backstage security, and generally keeping the program affordable and accessible to all.

WEEHAWKEN AERIAL PROGRAM offers a new opportunity for additional Sponsorship development Weehawken Creative Arts has expanded its aerial dance and circus programming considerably in 2023, *especially with the opening of the Montrose Flex Rec space*. With new business or underwriter support, there's an opportunity to develop a really cool collaborative community-wide event in Montrose that centers around the aerial arts program with an emphasis on local collaborations such as the Ute Indian Museum and other area arts and cultural organizations.

WEEHAWKEN SPECIAL EVENTS - ROOM FOR DEVELOPING MORE IN MONTROSE If we were able to expand our Montrose business sponsorships and individual/family underwriter ships, we could focus on the creation of a new special event for the community in Montrose (such as a fun run, an arts festival, etc). We'd want to sit down at the table and figure out a plan, but this could be achieved in Montrose with an additional \$5K to \$10K designated to such an endeavor.

NEW: BETSY PYEATTE MEMORIAL COSTUME FUND This past summer, our dancers and dance program suffered the sudden loss of the matriarch of Weehawken Dance, Miss Betsy Pyeatte. Betsy was an instrumental figure in elevating the quality and showmanship of the Dance productions from day one of Weehawken Dance. A former professional Costume Mistress, Betsy was responsible for most-all of the intricate tutus and spectacular designs seen typically on our lead dancers. She would hand-build costumes for many, and would spend hours upon hours working on alterations of these very special pieces for each dancer prior to each show. Many of the costumes were originally the costumes she had made for her daughters, Miss Natasha and Miss Stormy Pyeatte. Therefore, they do have immense sentimental value. As we move forward with our productions, we feel strongly that it would be most-appropriate to move forward without potentially risking any damage to those pieces by outside sewers. Tutu work goes well beyond that of a typical seamstress -- and we simply do not want the Pyeatte family to put the existing family costumes at-risk for damages. **We know that we will have to begin to rebuild our leads costume inventory with costly purchases from tutu companies. These costumes run easily between \$600 to \$1,000 each. With the Nutcracker as an example, there are 10+ lead costumes that are shared among the three casts. The replacement of those costumes for the Nutcracker alone will be between \$6,000-\$10,000. Then of course, we have a spring show as well, facing a similar bill.**

YOUTH THEATER PROGRAMS Numerous studies have demonstrated a correlation between drama involvement and academic achievement. In addition to having higher standardized test scores than their peers who

do not experience the arts, students who participate in drama often experience improved reading comprehension, maintain better attendance records, and stay generally more engaged in school than their non-arts counterparts. Underwriters are needed to help with the costs of developing, growing and stabilizing this program in three communities. Costs include securing and paying a teaching artist a living wage, production rights, musical direction, music rights, sets, costumes, storage and rent of any classroom and performance space. Help support youth theater experiences through sponsorships or underwriter ships! **We have relationships with incredible national-level theater teaching artists and would love to coordinate some experiences in Montrose in the coming year, but would need to have underwriters or sponsors secured in order to move forward with those workshops/camps and securing the teaching talent for 2023-2024. A lodging partner would also be very helpful in making something like this happen.**

UNDERWRITE A SPECIFIC SPECIAL EVENT Weehawken offers numerous special events every year: Ridgway Rendezvous Arts & Crafts Festival, Sneffels Fiber Arts Festival, Michael McCullough's Annual Amateur Sculpting Contest, Gingerbread House Decorating Workshops, and TWO shared events with the Sherbino (Ridgway Chautauqua Society): The Ridgway 1K and the Ridgway Fete de la Musique.

NEEDS-BASED SCHOLARSHIP PROGRAM FOR ADULTS UNDERWRITER Help underwrite a new scholarship program for adults, to address community needs and ensure that those who wish to participate, can. This program includes a "Needs-Based" scholarship application that typically offers anywhere from a 25% to 50% scholarship. Adult scholarships are solely underwritten by individual donors.

HELP UNDERWRITE LOCAL NEWSPAPER OR RADIO PROMOTION Help support our great local print and radio news agencies while supporting the success and awareness of Weehawken. Your support will help us secure discounted rates by allowing us to purchase in advance and in bulk.

SPONSORSHIP AGREEMENT

YES! I WOULD LIKE TO BE A WEEHAWKEN SPONSOR OR PROGRAM UNDERWRITER!

- SPONSOR KEYSTONE Events & Shows in 2022-2023** and take advantage of advertising benefits and Recognition benefits
- UNDERWRITE a particular program, event or need** with a tax- deductible contribution (to the fullest extent of the law)
- DONATE**—I'd just like to make a general tax deductible donation to the events and shows — No advertising needed! No Tickets Needed. Please put my donation to use where you need it most!

Individual, Contributor or Family Name: _____

Business Name: _____

Business Owner: _____

Business Contact Person: _____

Mailing Address: _____

Physical Address: _____

Telephone Number: _____

Contact's Telephone Number: _____

Business' Website: _____

Business' Facebook Page: _____

Email: _____

Contact Person's Email (if different): _____

LOGO – I have a logo that I would like to be incorporated in promotions (if applicable to level). Please email your logo (jpeg, tiff, or eps or pdf) to Trisha: programs@weehawkenarts.org or Natasha: natashajeanne@weehawkenarts.org

SPONSORSHIP LEVEL (covers FULL YEAR of Keystone events!)

- | | |
|--|--|
| <input type="checkbox"/> Sponsor at \$250 | <input type="checkbox"/> Sponsor at \$1,500 |
| <input type="checkbox"/> Sponsor at \$500 | <input type="checkbox"/> Sponsor at \$2,500 |
| <input type="checkbox"/> Sponsor at \$850 | <input type="checkbox"/> Gold Sponsor at \$3,250 |
| | <input checked="" type="checkbox"/> Presenting Sponsor at \$4,500 (taken) |

AND/OR, UNDERWRITING OPTIONS

I would like to contribute \$ _____ toward _____ (program)

AND/OR GENERAL ORGANIZATIONAL DONATION

I would just like to make a general contribution (unrestricted) of \$ _____

PAYMENT INFO AND OPTIONS (please check one):

- I will be paying in-full by check today
- I would like to pay by credit card today
- I would like to pay in **three payments via check today, then credit card**. 1/3 due today, staff will contact or send an invoice for the remaining balance.
- I would like to pay in **monthly payments via credit card**. Staff should contact me to

set this up.

COMMITMENT Due by November 1, 2023:

Credit Card # (if using card)

Name on Credit Card:

Address associated with Credit Card:

Credit Card Expiration: _____ Security Code:

Total Enclosed/Authorized Today:



FILL-OUT THIS PAGE AND MAIL TO:

WEEHAWKEN CREATIVE ARTS, PO BOX 734, RIDGWAY, CO.

OR SIGN UP ONLINE: <https://weehawkenarts.org/support/business-sponsorship/>

OR EMAIL Natashajeanne@weehawkenarts.org or programs@weehawkenarts.org

Feel Free to Contact us!

OFFICE (Trish or Ashley): 970.318.0150

ASHLEY: ashley@weehawkenarts.org

TRISHA: trisha@weehawkenarts.org

NATASHA: 970.317.6674 natasha@weehawkenarts.org

YOU CAN HELP US MAKE A BIG IMPACT WITH YOUR SUPPORT!

CONSIDER BEING A WEEHAWKEN SPONSOR OR UNDERWRITER TODAY, AND SEE YOUR CONTRIBUTION GO STRAIGHT INTO ENHANCING THE ARTS, CULTURE & QUALITY OF LIFE IN OUR COMMUNITIES.

*Thank You For Your
Consideration.*

www.weehawkenarts.org

