

# THE COMPLETE YEAR

## WEEHAWKEN BUSINESS SPONSORSHIP

### AND NEW PROGRAM UNDERWRITING

#### INFORMATION FOR EVENTS & PROGRAMS DEC 2019 - SEPT 2020



WEEHAWKEN CREATIVE ARTS, A 501C3 NON-PROFIT ORGANIZATION

FEIN 75-3145854

ONE  
ASK PER  
YEAR

### Here's what's covered in this request with **SPONSORSHIP:**

- Children's Theater Performances (6+ performances a year – est. 500 participating)
- Dec 2019: Gingerbread House Family Workshops Ouray (over 40 families participating)
- Dec 2019: Gingerbread House Workshops Montrose (over 40 families participating)
- Dec 2019: Performance of "The Nutcracker Sweets" (featuring dancers ages 2.5-7 yrs)
- Dec 2019: 4 Dance Performances of "The Nutcracker" Ballet (200+ youth performing)
- April 2020: Illuminate Dance Showcase (15+ dancers performing solo numbers)
- May 2020: "Littles" Dance Show of "Wizard of Oz" (100+ youth performing)
- May 2020: Dance Performance of "Wizard of Oz" (200+ youth performing)
- June 2020: Michael McCullough's Annual Amateur Sculpting Contest (approx 100 attending)
- Aug 2020: The Ridgway Rendezvous Arts and Crafts Festival (thousands participating)
- Sept 2020: The Annual Sneffels Fiber Arts Festival (700+ ppl)

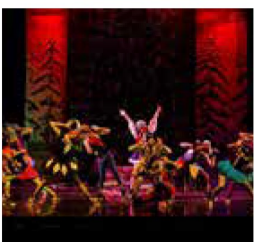
NOTE: This package does **not** include the Ridgway 1k Rally Thru the Alley

### PROGRAM-SPECIFIC UNDERWRITING ALSO AVAILABLE

If you're looking to support something specific, we have these options available

- NEEDS BASED SCHOLARSHIP UNDERWRITING
- RAMS (MOUNTAIN BIKE SCHOOL) UNDERWRITING
- WEEHAWKEN WILD (MONTROSE) PROGRAM UNDERWRITING
- DANCE PROGRAM UNDERWRITING
- YOUTH THEATER PROGRAM UNDERWRITING
- YOUTH ART PROGRAM UNDERWRITING - INCREASING ACCESS

THINK  
BIG!  
COMMIT NOW  
& BREAK INTO  
PAYMENTS





# THIS SPONSORSHIP COVERS WEEHAWKEN EVENTS FROM DEC 2019 - SEPT 2020 INCREASED EXPOSURE DUE TO GROWING PROGRAMS!

(over 12,000 audience members)

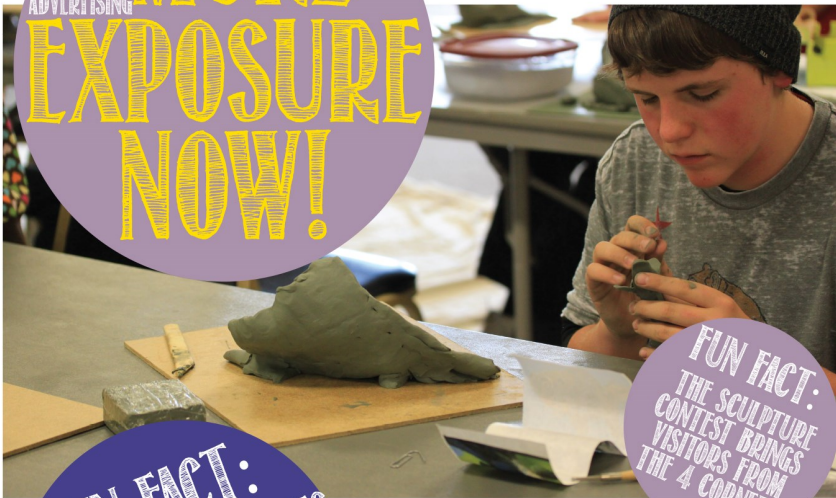
Events include =

- 4 major dance productions (audience projected at 5,300+),
- Gingerbread Workshops (over 120 people in Ouray County/Over 120 in Montrose),
- Sculpting Contest (over 100 participants),
- Ridgway Rendezvous Arts Festival (5,000+),
- Fiber Arts Fest (over 600 participants),
- Youth Theater Performances (over 6 productions running 3 shows each with appx 50+ audience members at each show),

\*Ticket credit can be claimed by calling Weehawken at 970.318.0150.

Tickets must be reserved at least one-week in advance. No cash value.

ADVERTISING **MORE  
EXPOSURE  
NOW!**



**FUN FACT:**  
THE SCULPTURE  
CONTEST BRINGS  
VISITORS FROM  
THE 4 CORNERS



**FUN FACT:**  
OVER 500 COSTUMES  
ARE USED & STORED  
FOR EACH BIG WCA  
DANCE SHOW



**FUN FACT:**  
HUNDREDS OF  
VOLUNTEER HOURS  
ARE SPENT FOR EACH  
SHOW & EVENT



Full Page Ad: 5.25" x 8.25"

1/2 Page Ad: 5.25" x 4"

1/4 Page Ad: 2.5" x 4" or 5" x 2"

Biz Card or Logo Ad: 2.5" x 2"

**COMMITMENT NEEDED BY OCT 15 TO RECEIVE FULL SPONSOR BENEFITS.**



# 2019-2020 WEEHAWKEN ORCHESTRA'S SPONSORSHIP BENEFITS AD LISTS

ADVERTISING BENEFITS	\$250	\$500	\$850	\$1,500	\$2,500	LIMIT 2 GOLD \$3,250	LIMIT ONE PRESENTING \$4,500
Text Listing in Dance & Theater Programs	X	X	X	X	large font	larger, bold font	prominent
Sponsor Thanks E-Blast (1500+ subscribers)		sm. text	text	sm logo	med logo	lg logo + link	prominent logo +link
Instagram "Shout-Out's"				once/yr	twice/year	quarterly	monthly
Facebook "Shout-Out's"			twice/year	quarterly	once/month	twice/month	weekly
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 Programs			Logo Ad	1/4 Page Ad	1/2 Page Ad	color Full Page Ad	color PRESENTING + Full Page
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

## SPONSORSHIP BENEFITS

*Tickets to <b>Nutcracker</b> (December 2019)		*\$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 <b>Spring Dance Show</b> (May 2020)							
*Tickets to any Youth Theater Performances							
*Tickets to Weehawken Donor Appreciation Event		X	X	X	X	X	X



# 2019-2020 WCA UNDERWRITING / PROGRAM DETAILS

## RAMS (RIDGWAY AREA MOUNTAIN BIKE SCHOOL) / WEEHAWKEN WILD (MONTROSE ADVENTURES)

Expanding our offerings in movement arts, Weehawken's Ridgway Area Mountain Bike School (spring 2020) or Weehawken Wild program offers kids the chance to gain new skills and confidence and to learn to love the outdoors and nature, while fostering independence in them. Additionally, we can expect that this program will encourage a healthy lifestyle and increase cognitive performance, both of which could have lifelong impact. We want to build basic bike and outdoor skills including maintenance and safety in a fun environment with experienced and passionate coaches.

*Underwriters are needed to help with costs of scholarships, insurance, coaches, background checks, storage and acquisition of bikes and equipment for scholarship students, snacks, and generally keeping the program affordable and accessible to all.*

*We are open to in-kind item donations to the program if they address program needs (ex: equipment, snacks, program t-shirts, etc)*

*Donors at \$250 and above*

*will get an invite to our annual Donor Appreciation Event (Fall 2020)*

*will have their logo or name on any RAMS T-Shirts (largest donations will have largest logos), starting in Spring '20*

*Donors at \$500+ will have the opportunity to provide promotional materials at the RAMS booth any time we are at special events*

## NEEDS-BASED SCHOLARSHIP PROGRAM UNDERWRITER (BENEFITS IN BLACK BOX BELOW)

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 an 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 Ouray County Community Fund has funded scholarships in the past).

## DANCE PROGRAM (BENEFITS IN BLACK BOX BELOW)

Our Dance program has a 12-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 a good neighbors and are encouraged to see and experience the value of community. *Underwriters are needed to help with costs of classrooms, scholarships, insurance, equipment, costume purchases, costume and set storage and dancewear for scholarship students, classroom security, backstage security, and generally keeping the program affordable and accessible to all.*

## YOUTH THEATER PROGRAMS (BENEFITS IN BLACK BOX BELOW)

Over the past two years, we have had three wonderful youth theater teachers move to the area. There's no way we will let these opportunities pass us by! High-quality teachers make for great programs (our dance program is a great example of this!). 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. Costs include securing a teaching artist, production rights, musical direction, music rights, sets, costumes and classroom and performance space.*

## ACCESSIBLE YOUTH ART PROGRAMS (BENEFITS IN BLACK BOX BELOW)

The barrier to participation in our youth arts programs is often price. However, as an organization, we feel strongly that access to these programs, regardless of cost, is crucial. Participation in arts programs points to better academic outcomes -- particularly with students of low socioeconomic status. Those who have a history of in-depth arts involvement earn better grades and have higher rates of college enrollment and attainment. Further, youth who participated in extensive art experiences are more likely to show civic-minded behavior than young adults who did not, with comparatively high levels of volunteering, voting, and engagement with local or school politics. *Underwriters are needed to help with costs of stabilizing after school arts programs, classrooms, scholarships, teachers, supply storage and art supplies.*

- Donors at \$100+ will be listed in our performance programs
- Donors at \$250 and above will receive the above plus: an invite to our annual Donor Appreciation Event (Fall 2020)
- Donors at \$500 and above will receive the above plus: a 15% Discount on Weehawken Performance Tickets (via phone-only in advance by availability)
- Donors at \$1000 and above will receive the above plus: 2 "Golden TicketS" (TWO) reserved seats to each WCA productions with your name on it (2 seats total for each independent production. Ex: 2 seats for your choice of performance daytime of "The Nutcracker"
- \*Donors at \$2500 and above will get 2 "Golden Tickets" (TWO) reserved seat to ALL WCA Performances with your name on it.
- \*Donors at \$5000 and above will get 4 "Golden Tickets" (FOUR) reserved seat to ALL WCA Performances with your name on it.
- \*=seats are held for you fo EACH performance. Held under your name at will-call, you may give your seats away to friends or family, or if you'd like for us to just sell them, call us and let us know!



# SPONSORSHIP AGREEMENT

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

SPONSOR Events & Shows from Dec 2019 to Aug  
Sept 2020 and take advantage of advertising benefits  
and Recognition benefits

UNDERWRITE a particular program 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!

Individual Contributor or Family Name:

Business Name:

Business Owner:

Business Contact Person:

Mailing Address:

Physical Address:

Telephone Number:

Contact's Telephone Number:

Business' Web Site:

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:  
ashley@weehawkenarts.org

## SPONSORSHIP LEVEL (covers FULL YEAR of events!)

Sponsor at \$250  
Sponsor at \$500  
Sponsor at \$850  
Sponsor at \$1,500  
Sponsor at \$2,500  
Gold Sponsor at \$3250  
Presenting Sponsor at \$4,500

## 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 credit card  
or check. 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.

Full Total Due by March 15, 2020: \$

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. 81432**  
**OFFICE: 970.318.0150 NATASHA: 970.318.6674 QUESTIONS@WEEHAWKENARTS.ORG**  
**WEBSITE: WWW.WEEHAWKENARTS.ORG FACEBOOK: FACEBOOK.COM/WEEHAWKENARTS OR FACEBOOK.COM/WEEHAWKENDANCE**