



Young  
Audiences  
Arts for  
Learning  
Maryland

# Taste the Arts

Friday, April 20, 2012

The American Visionary Art Museum

Taste the Arts is Young Audiences' annual fundraiser gala. Artists, educators, students and supporters gather to celebrate the arts and honor leaders in arts education. More than 400 guests enjoy food from Baltimore area restaurants, performances from artists and a live and silent auction.

Funds raised at this event will support our efforts to offer the highest quality arts education programs at the lowest possible cost, so that any child or school, regardless of their resources, can experience the arts.

- All sponsors will be listed in the Young Audiences, Inc. National Report for the 30 affiliates across the country. (Distribution is 30,000)

- Locally, sponsors will be listed in:

Maryland YA's Resource Guide  
(Distribution is 5,000)

Maryland YA's Annual Report  
(Distribution is 500)

Maryland YA's website on dedicated Taste the Arts webpages and a special Preferred Vendor page. Your company's name will remain online for one year and will link to your company's website.  
(Website receives over 15,000 page views a year)

- You can be assured that your sponsorship dollars directly impact YA's programs that occur throughout MD. Last year, 80% of the proceeds that were raised supported YA's operations throughout the state, including our signature Access for All programs that bring the arts to underserved schools in Baltimore City and Maryland's rural communities, often times providing a student with his/her first professional arts experience.



**Get involved today - contact Jennifer Andiorio at 410-837-7577 or [jennifer@yamd.org](mailto:jennifer@yamd.org)**



**Young Audiences**  
**Arts for Learning**  
 Maryland

Since 1950, Young Audiences/ Arts for Learning has envisioned a Maryland where the arts are valued for their capacity to transform lives, and every student is immersed in opportunities to imagine, to create, and to realize their full potential through the arts.

# Fact Sheet

## Did You Know?

In FY11 YA's roster of 100 award-winning professional teaching artists provided 4,265 live performances, workshops, artist-in-residence, and professional development programs in 402 schools and organizations. YA provided these curriculum-enriching arts opportunities to over 200,000 youth, educators, and artists across the state of Maryland.

*"I was often moved to tears by the ability of our students to work together and encourage one another. In another setting, these are students who often struggle to get along with peers and participate in school assignments.*

*We ... hope to make your dance residency a regular fixture in our school program."*

*- Principal, The Pathways School*



## Three reasons to support arts education by sponsoring Taste the Arts:

### ONE: The Arts Build Successful Futures

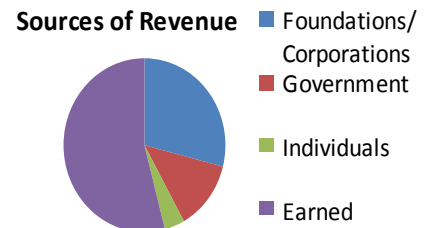
Research proves that participation in the arts encourages young people to think creatively, take risks, problem solve, learn to communicate effectively (both orally and in writing), and work with and learn from a wide variety of people – exactly the skills that employers are looking for in today's economy of ideas.

### TWO: Arts Programming Keeps Kids in School

The arts have a record of success with at risk youth. Young Audiences programming is designed to engage students while reinforcing core curriculum subjects in order to increase educational attainment and decrease dropout rates.

### THREE: Our Organization is Vibrant and Sustainable

Young Audiences has built a diverse, sustainable financial model. Now, more than ever, it is important for companies to invest in sustainable projects. Over 50% of our budget comes from earned income. This strength is allowing us to grow, and your charitable gift is a key contribution to this growth.



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## Event Sponsorship Opportunities

Unable to use your tickets? YA can help your company find PTA and school administrators that work with Young Audiences to attend the event on your company's behalf.

### Presenting Lead Sponsor (\$10,000)

- 14 tickets to event (\$1260 value)
- Named as the Presenting Sponsor in the title of the event
- Corporate name and logo on all event communications\*
- Full-page advertisement in the printed event program
- Full-page company profile in the printed event program
- Company name will also be listed in National YA conference materials that the MD chapter is hosting April 19-21, which convenes all YA chapters across the country, local artists, and partnering cultural organizations



### Honoree Sponsor (\$7,500)

- 10 tickets to event (\$900 value)
- Corporate name and logo on all event communications\*
- Full-page advertisement in the printed event program
- Corporate name and logo displayed on event signage
- Opportunity for company representative to participate in a speaking role at the event
- Recognition during presentations at the event (honoree recognition and live auction)

### Auction Sponsor (\$5,000)

- 6 tickets to event (\$540 value)
- Corporate name and logo on all event communications\*
- Half-page advertisement in the printed event program
- Corporate name and logo displayed on event signage
- Recognition during live auction presentation at the event

### “Adopt-A-School” Sponsor (\$2,500)

- 4 tickets for you & 2 tickets donated to a school of your choice or, if preferred, selected by YA (\$450 value)
- Corporate name and logo on all event communications\*
- YA will notify school representatives that your company's generous donation allowed them to attend
- Quarter-page advertisement in the printed event program
- Corporate name and logo displayed on event signage

### Artist Sponsor (\$1,000)

- 2 tickets to event (\$180 value)
- Corporate name and logo on invitations\*
- Opportunity for company representative to introduce artists

\*Communications opportunity is contingent on printing deadlines and may include event invitations, featured on YA's preferred vendor list on our website with direct links to your website, press releases, TV and radio advertisements, and printed event program.

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Event Sponsorship Form

## Corporate Information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web Address: \_\_\_\_\_

Corporate Contact: \_\_\_\_\_

## Listing/Logo Information

How do you wish the Company Name to be listed in print materials?

Would you like your company's logo included in print and electronic materials?  Yes  No

If so, please send your logo as a 300 dpi TIFF file to [jennifer@yamd.org](mailto:jennifer@yamd.org) no later than January 13, 2012.

## Authorization

Signature of authorizing official: \_\_\_\_\_

Please print name and telephone number: \_\_\_\_\_

## Payment Information

Method of Payment:  MasterCard  Visa  Check

(Please make checks payable to Young Audiences of Maryland, Inc.)

Account Number: \_\_\_\_\_

Name as Printed on the Credit Card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Please mail or fax completed form to:

Young Audiences of Maryland, 2601 N. Howard Street, Suite 320, Baltimore, MD 21218.

Fax to 410.837.7579.

**Questions? Contact Jennifer Andiorio at 410-837-7577 or [jennifer@yamd.org](mailto:jennifer@yamd.org)**