



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

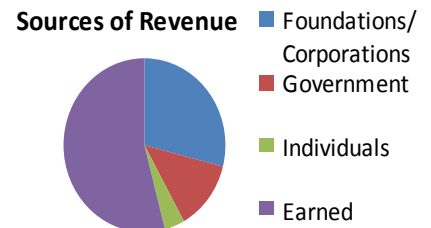
Research proves that participation in the arts encourages young people to think creatively, take risks, problem solve, learn to communicate effectively (both orally and in writing), and work with and learn from a wide variety of people – exactly the skills that employers are looking for in today’s economy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



Get involved today - contact Jennifer Andiorio at 410-837-7577 or jennifer@yamd.org



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 art supporters gather to celebrate the arts and honor leaders in arts education. More than 400 guests enjoy cuisine from Baltimore area restaurants, artist performances and a live and silent auction.

Funds raised at this event 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.

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.



To help promote this event, we are seeking in-kind donations from media outlets including (but not limited to):

- Ad space to help promote the event and ticket sales
- Event highlight in e-newsletters and/or e-communications
- Listing on media outlet website and/or calendar of events
- Event posts through social media
- On-air announcements

We also invite reporters/writers to attend Taste the Arts.

Media packages are highly customizable based on your marketing needs and goals. Base packages are listed on the reverse and include benefits such as tickets, name and logo on event communications including our website. 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)

Join us as a media partner and supporter of arts education. Contact us to discuss which benefits are most important. We are happy to work with you and create a mutually beneficial package!



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Media Sponsorship Opportunities

We invite you to join us as a media partner and supporter of arts education. Media packages listed below are highly customizable based on your marketing needs and goals.

Please contact us to discuss your benefits.

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.



Honoree Sponsor (\$15,000 value)

- 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)

"Adopt-A-School" Sponsor (\$5,000 value)

- 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

Auction Sponsor (\$10,000 value)

- 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

Artist Sponsor (\$2,000 value)

- 2 tickets to event (\$180 value)
- Corporate name and logo on all event communications*
- 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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