Champions of the Arts Virtual Gala
Thursday, May 6, 2021 at 6 PM
Thank you for your consideration of sponsoring the 16th Annual Champions of the Arts Gala!

Through our “Professional Artists in the Schools” program, the Arts Council is currently providing visual and performing arts education to 25,000 students through 40 partner schools.

But there are more than 78,000 K-12 students in Monterey County, so our goal is to raise funds to ensure that every student in our region has access to high quality arts education.

Please consider investing in the arts in Monterey County!

Arts4MC Staff and Board
“The arts are a sort of escape for me, reality can sometimes be harsh. But when I'm doing the arts, all of my worries go away.”

- Local Middle School Student
The Mission

of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts. We create vibrant communities through award-winning programs that build capacity for emerging artists and nonprofits, empower our youth and provide arts as healing wherever we are needed most.

Building Capacity

We help more than 100 artists, arts organizations and cultural groups extend their reach and deepen their impact through grants, training and consulting. We launch emerging artists through the Local Emerging Artist Program (LEAP) and affordable art spaces at ArtWorks @Pacific Grove! We support everyone through our Arts Education Summit, BusinessWorks professional development workshops, and as a valued community resource agency.
Empowering Youth

Our talented teaching artist team reaches more than 25,000 youth in 40 partner schools around the county with residencies in dance, music, visual arts, drama and more. Classes often lead to performances, exhibitions or murals, engaging families and creating a positive school environment and success for every student. We also provide $2,500 College Arts Scholarships to five (5) high school seniors pursuing a higher degree in an art/creative field.

Arts as Healing

Today, more than ever, the arts are vitally important in our healing process. In consultation with our partners, our specially trained teaching artists transform the lives of at-risk youth, veterans and seniors. As they gain creative mastery, they learn to reduce anxiety, communicate feelings and ideas, and collaborate more easily.
“Weekly art classes laid the foundation for a successful career as an architect and enriched my life. I hope my sponsorship will help another youngster learn to see.”

- Mary Ann Schicketanz, Studio Schicketanz
Champions 2020 Sponsor
The Champions of the Arts Gala is Monterey County's most prestigious awards gala. Every year the gala sells out with 400 guests including local artists, educators, business leaders and politicians.

The event’s mission is to raise awareness of Arts4MC programs and raise funds to ensure every child in Monterey County has access to an enriching visual and performing arts education.
As a Sponsor, your organization will receive recognition and may be included in featured articles supporting our events; printed ads in local publications; inclusion in our live streaming, television commercials and radio spots promoting our Champions of the Arts Gala 2021. Your benefits are customized by the level of sponsorship.
Premiere Level — $10,000

PRE-EVENT VISIBILITY AND RECOGNITION
- Logo on the event details page of the Arts4MC website \(\text{(estimated views: 20,000)}\)
- Two co-branded social media post \(\text{(estimated impressions: 28,000)}\)
- Company listing in the Arts4MC annual report \(\text{(estimated impressions: 50,000)}\)
- Logo placement on event invitations \(\text{(estimated impressions: 1,500; deadline 12/31/20)}\)
- Logo placement on print collateral materials \(\text{(estimated impressions: 500)}\)
- Logo placement on digital event program \(\text{(estimated impressions: 20,000)}\)

VIRTUAL EVENT VISIBILITY
- Opportunity to showcase 30 second video of why your company supports the arts in Monterey County \(\text{(final approval by Arts4MC required)}\)
- Logo placement featured on virtual step-and-repeat preshow \(\text{(estimated impressions: 1,000)}\)
- Logo placement featured during event stream and post-show \(\text{(estimated impressions: 1,000)}\)
- Mention during event program, pre-show, and post-show \(\text{(estimated impressions: 1,000)}\)
- Opportunity to brand program as premiere sponsor and official partner

ENTERTAINMENT & HOSPITALITY
- 6 bottles of wine delivered to your Monterey County location of choice
Red Carpet Level — $5,000

PRE-EVENT VISIBILITY AND RECOGNITION
• Logo on the event details page of the Arts4MC website (estimated views: 20,000)
• One co-branded social media post (estimated impressions: 28,000)
• Company listing in the Arts4MC annual report (estimated impressions: 50,000)
• Logo placement on event invitations (estimated impressions: 1,500; deadline 12/31/20)
• Logo placement on print collateral materials (estimated impressions: 500)
• Logo placement on digital event program (estimated impressions: 20,000)

VIRTUAL EVENT VISIBILITY
• Opportunity to showcase photo of company with a quote about why you support arts in Monterey County, shown during pre-show (final approval by Arts4MC required)
• Logo recognition featured on virtual step-and-repeat preshow (estimated impressions: 1,000)
• Logo recognition featured during event stream and post-show (estimated impressions: 1,000)
• Mention during event program (estimated impressions: 1,000)
• Opportunity to brand program as pre-show or post-show sponsor

ENTERTAINMENT & HOSPITALITY
• 2 bottles of wine delivered to your Monterey County location of choice
Awards Level — $2,500

PRE-EVENT VISIBILITY AND RECOGNITION
- Logo on the event details page of the Arts4MC website *(estimated views: 20,000)*
- Company listing in the Arts4MC annual report *(estimated impressions: 50,000)*
- Logo placement on event invitations *(estimated impressions: 1,500; deadline 12/31/20)*
- Logo placement on print collateral materials *(estimated impressions: 500)*
- Logo placement on digital event program *(estimated impressions: 20,000)*

VIRTUAL EVENT VISIBILITY
- Logo placement featured on virtual step-and-repeat preshow *(estimated impressions: 1,000)*
- Name of business featured during event stream and post-show *(estimated impressions: 1,000)*
- Mention during event program *(estimated impressions: 1,000)*
Reception Level — $1,000

PRE-EVENT VISIBILITY AND RECOGNITION
- Logo on the event details page of the Arts4MC website (estimated views: 20,000)
- Company listing in the Arts4MC annual report (estimated impressions: 50,000)
- Name of business on event invitations (estimated impressions: 1,500; deadline 12/31/20)
- Name of business on print collateral materials (estimated impressions: 500)
- Name of business on digital event program (estimated impressions: 20,000)

VIRTUAL EVENT VISIBILITY
- Logo placement on virtual step-and-repeat preshow (estimated impressions: 1,000)
- Name of business featured during event stream and post-show (estimated impressions: 1,000)

“Art is good for the mind and food for the soul.”
- Yolanda, CHISPA Senior Housing
Thank You for Supporting the Arts in Monterey County!

On behalf of the board and staff of the Arts Council for Monterey County and the thousands of students and families we serve each year, we thank you for considering a sponsorship.

To ensure the greatest possible recognition of your contribution, please complete the attached form and send it back today!
Enriching the lives of everyone in our region through the arts
Thank You for Supporting the Arts in Monterey County!

On behalf of the board and staff of the Arts Council for Monterey County and the thousands of students and families we serve each year, we thank you for your sponsorship. To ensure the greatest possible recognition of your contribution, please complete this form right away and send it back to us with your check, credit card info or billing instructions.

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SPONSORSHIP LEVELS:

☐ Premiere: $10,000  ☐ Red Carpet: $5,000  ☐ Awards: $2,500  ☐ Reception: $1,000

Recognition Name ________________________________________________________________

Contact Name _________________________________________________________________

Address _______________________________________________________________________

City ____________________________ State _______ Zip ______

Phone __________________________ Email ________________________________

Credit Card# ___________________________ CVC# _______ Exp ____ / ____

☐ Check Enclosed - Arts Council for Monterey County, 1123 Fremont Blvd, Suite C, Seaside, CA 93955

☐ Email invoice to: ________________________________

*Please email your high resolution logo file as .png .tif .jpg or .eps to info@arts4mc.org when you submit your sponsorship payment.

Arts4MC is a nonprofit 501(c)3 arts organization ID #94-2805076
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