



ARTS PLUS

IMPASTO SPONSORS



To use the *Impasto* painting technique is to lay down a thick enough layer of paint with your brush that the strokes remain visible and expressive. Like this method of painting, your corporation's financial support leaves a noticeable and profound impact on the communities that Arts+ serves.

Become a 2024-25 Impasto Sponsor and make a lasting impression on arts education.

Since 1969, Arts+ has been cultivating creative spaces to provide accessible arts education. Participating students come from Mecklenburg and surrounding counties, with customized programming concentrated in regions where quality art education is not readily available.

Arts+ is proud to serve more than 4,500 students of all ages each year through music and visual art education, including private lessons, group classes, summer camps, workshops, Studio 345, and the Charlotte Youth Choir. Of those students, nearly half receive their programs for free or at a reduced rate through Arts+'s extensive outreach programs, financial aid, and community partners.

Why become an Impasto Sponsor?

We know that the benefits of an arts education span far beyond learning a new instrument or a new drawing technique. Research indicates that students who participate in arts programs have **more compassion** for their peers, are **more engaged** in school, have **increased performance** on state writing tests and honed skills like spoken and written language, focus, self-control, and empathy.

Join other like-minded organizations as a recognized leader and supporter of the arts in Mecklenburg County and beyond.

Arts+ is committed to providing our sponsors with value, unmistakable impact, and the opportunity to give youth and adults access to an outstanding arts education. Turn over to learn more about the benefits of being an *Impasto Sponsor*.

The artists of today are the leaders of tomorrow. Your support helps Arts+ students learn valuable skills that last a lifetime.

Unleashing creativity, transforming lives and building community through outstanding and accessible arts education.



ARTS PLUS

OPPORTUNITIES

PLATINUM \$7,500

- Large logo on program postcards sent to 7,000 addresses
- Signage with large logo displayed at final concerts, shows and in the Arts+ studio
- Logo placement on the Arts+ program webpage
- Large logo placement on printed programs for final concerts/ recitals
- Feature story in the Arts+ newsletter sent to 6,000+ email addresses, plus the opportunity to provide content
- Arts+ student performance at company/ gathering (schedule permitting)
- Verbal recognition at each final concert and show
- Acknowledgment in e-newsletter sent to 6,000+ email addresses
- Three social media posts recognizing your sponsorship
- Visual Art Team Building (supplies included for up to 15 participants) *This benefit has a tax value of \$375
- 4 Tickets to A Night of Jazz with Arts+ Annual Event *This benefit has a tax value of \$400
- 8 Tickets to annual sponsors networking luncheon *This benefit has a tax value of \$240

GOLD \$5,000

- Medium logo on program postcards sent to 7,000 addresses
- Signage with medium logo displayed at final concerts, shows and in the Arts+ studio
- Logo placement on the Arts+ program webpage
- Medium logo placement on printed programs for final concerts/ recitals
- Arts+ Student performance at company/ gathering (schedule permitting)
- Verbal recognition at each final concert and show
- Acknowledgment in e-newsletter sent to 6,000+ email addresses
- Two social media posts recognizing your sponsorship
- Visual Art Team Building (supplies included for up to 10 participants) *This benefit has a tax value of \$250
- 2 Tickets to Arts+ Annual Jazz Night Event *This benefit has a tax value of \$200
- 6 Tickets to annual sponsors networking luncheon *This benefit has a tax value of \$180



SILVER \$2,500

- Signage with small logo displayed at final concerts, shows and in the Arts+ studio
- Logo placement on the Arts+ program webpage
- Small logo placement on printed programs for final concerts/ recitals
- Acknowledgment in e-newsletter sent to 6,000+ email addresses
- One social media post recognizing your sponsorship
- 4 Tickets to annual sponsors networking luncheon *This benefit has a tax value of \$120



BRONZE \$1,000

- Signage with name displayed at final concerts, shows and in the Arts+ studio
- Name on the Arts+ program webpage
- Name on printed programs for final concerts/ recitals
- 2 Tickets to annual sponsors networking luncheon *This benefit has a tax value of \$60

