



Annual Gala for the Arts

Sponsorship Opportunities 2021



Overview

1

Partnership with ShoreLake Arts through Gala sponsorship places your business in direct contact with many discerning local customers. Your business will be directly linked with supporting the importance of art in our community!

2

Where? Online and in person for the second year to help mitigate the spread of Covid-19.

After a first very successful virtual event, we look forward to holding this again in a virtual space for 2021 combined with a physical event at The Nile.

3

When?

May 15th, 2021

Opportunities

ShoreLake Arts Annual Gala for the Arts is our biggest fundraising event of the year. The Gala is a special event that brings together an audience of dedicated, community arts supporters. This year's Gala will be both physical and virtual for the second year to help mitigate the spread of COVID-19. Additionally, this will allow us the flexibility to pivot to a 100% virtual event, if required.

Thanks to our members, donors and corporate supporters, ShoreLake Arts is able to provide a yearly calendar of arts related classes, workshops, concerts, performances, and community events. Sponsorship of the Annual Gala for the Arts ensures that every dollar raised at the event goes directly to our programs.

Your Gala sponsorship and brand exposure will enhance your corporate image to approximately 200 discerning community members with means. As well, your sponsorship will create general public awareness and excitement around your brand. Our physical and virtual spaces will both feature prominent branding space, thus maximizing exposure. By choosing to support the ShoreLake Arts Gala you are promoting goodwill between your company and the arts community and you will be fostering an association within your company and ShoreLake Arts.

Sponsorship Benefits

Sponsorship benefits include: brand visibility, name and logo exposure, community awareness, and complimentary event tickets.

Sponsorship at any level includes:

- Full page color ad (vertical) in the Gala catalog (8 x 5 in.)
- Logo on the ShoreLake Arts website and the Gala webpage through May 2021
- Stage recognition during Gala
- Logo projected on screen
- Recognition, logo and live link to your website in ShoreLake Arts' E-news & Facebook through May 2021
- Opportunities for special marketing (coupons, small gifts, special offer for Gala guests only, etc.)

For more additional information about Gala sponsorships at ShoreLake Arts please contact: Lorie Hoffman, Executive Director at director@shorelakearts.org

Event Underwriter

\$10,000

- 01 | Option to come on stage and talk to the crowd about your business
- 02 | Logo projected on screen during slideshow presentation before and during event
- 03 | Two, tables for 6 at the Gala (or 16 premium virtual tickets)
- 04 | Stage recognition during Gala
- 05 | Premium ad in program
- 06 | Exclusivity as a sponsor in business industry
- 07 | Sponsor recognition on online event pages

Gala Dinner Sponsor

\$5,000

- 01 | Logo projected on screen during slideshow presentation before and during event
- 02 | Table for 6 at the Gala (or 8 premium virtual tickets)
- 03 | Stage recognition during Gala
- 04 | Premium ad in program

Happy Hour Sponsor

\$1,000

- 01 | Logo prominently featured on bar signage
- 02 | Two (2) tickets to the in person Gala to sit at either the Executive Director's table or Board President's table
- 03 | Stage recognition during Gala
- 04 | Prominent ad placement
- 05 | Option for logo printed cocktail napkins

Gala in a Box Sponsor

\$1,000

- 01 | Logo or promotional material inside the box
- 02 | Four (4) premium virtual tickets
- 03 | Logo projected on screen during slideshow presentation before and during event
- 04 | Prominent logo placement on online pages

Two available

Auction Sponsor

\$500

01 | Two (2) tickets to the in person Gala

02 | Option to choose direct auction support area*

Our most popular level of sponsorship. *Auction Sponsors may choose a specific area within the Gala for added logo placement. Options include:

* | Silent Auction (online recognition)

* | Live Auction (online recognition)

* | Dessert Dash (online recognition)

Up to four (4) businesses for each support area

Sponsorship Agreement



This agreement outlines the responsibilities of the parties involved in sponsorship of Gala for the Arts 2021.

Sponsorship Level: _____ Business/Company Name: _____

agrees to pay the ShoreLake Arts (hereafter SLA \$_____ as a sponsor of Gala for the Arts 2020.

Sponsorship fee payable by March 1, 2021, or by another date mutually agreed upon.

Please send checks payable to “SLA” to: ShoreLake Arts, 18560 1st Ave NE, Shoreline, WA 98155

To pay via Credit Card, please contact our office at 206-417-4645

This agreement indicating your commitment must be received in the SLA office by March 1, 2021 in order for Sponsor’s name and/or logo to be included in all promotional materials.

In consideration for said fee, the SLA agrees to use Sponsor’s name and/or logo in appropriate publicity for said program, including mailings originating from the SLA, paid newspaper ads, radio/TV releases, and in programs, as outlined in the Sponsor Benefits page for this sponsorship.

Will you be providing your own ad? Or would you like the Arts Council to design one? Finished size 8 x 5 in. Ads MUST be received by April 15.

Sponsor signature: _____ Date: _____

Sponsor full name & Title: _____