

The Art of We: Can Dance If We Want To **Sponsorship Information 2019**

Who we are: Upstream Arts is a Minneapolis-based nonprofit arts organization founded in 2006 by parents who witnessed first-hand the positive impact of the arts on their son's ability to communicate with those around him.

What we do: Upstream Arts uses the power of the creative arts to activate and amplify the voice and choice of individuals with disabilities. We serve people of all ages with cognitive, developmental, emotional, behavioral, and physical disabilities, as well as those who are Deaf or Hard of Hearing and those with visual impairments. Our programs are led by teams of professional artists and are designed to nurture social/ emotional and communication skills vital to success in the classroom, the workplace, and the community.



Why we're seeking sponsors: Upstream Arts is seeking sponsors at the \$500 and \$1000 level for *The Art of We*, our annual community celebration and fundraiser, taking place on May 20th, 2019 from 6-9 pm at Bauhaus Brewery in Minneapolis. *The Art of We* will celebrate our impact over the past year while raising funds to advance our work moving forward. Sponsors offset the cost of hosting this event and allow us to keep admission free of charge, increasing access and inspiring our community to donate more generously to our programs for individuals with disabilities.

Performers during Art of We: 2017. Photo credit: Anna Min

Benefits for sponsors: Sponsors of *The Art of We* will benefit from exposure to a diverse new audience from across the Twin Cities disability, arts, and education communities. We will email 2,000+ contacts about the event and our sponsors monthly between now and May; mailing invitation postcards to 900 contacts; promoting the event and our sponsors widely on our website, blog, and social media; sharing information about the event at other community programs and events throughout the spring; and distributing a press release about the event to arts and disability writers at targeted media outlets. We anticipate 250-300 attendees.

Sponsors at the \$500 and \$1000 level will be recognized at the event and on our website. In exchange for your contribution, your business or organization will be:

- Highlighted in our online newsletter (emailed monthly to 2,000+ individuals)
- Promoted in a blog post and on social media (950+ Facebook; 1400+ Twitter followers)
- Highlighted in the evening's printed program and slideshow

Sponsors at the \$1000 level will be:

- Announced and thanked from stage at the event
- Highlighted and have their logo included in the evening's slideshow.

To participate: Please contact Events Assistant Haley Carneol at haley@upstreamarts.org or Communications & Program Assistant Theresa Madaus at theresa@upstreamarts.org. You may also call 612-331-4584 with any questions. Thank you for your consideration!