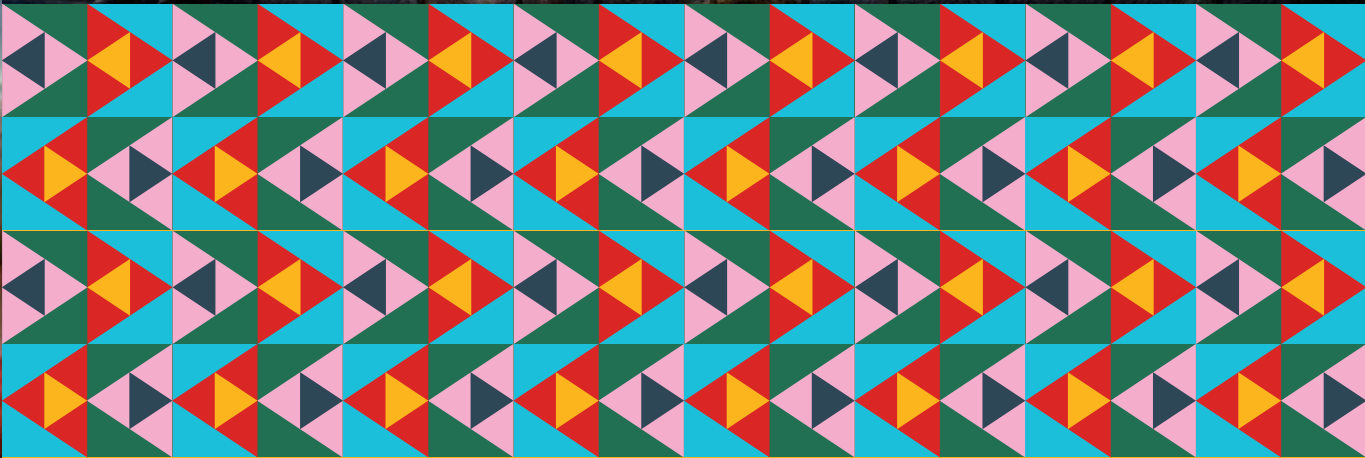


# THE VERY 'RARY

SPONSORSHIP



THE CONTEMPORARY AUSTIN



# THE CONTEMPORARY AUSTIN'S ANNUAL AFTERNOON OF ART AND AMAZEMENT



SUNDAY, OCTOBER 29, 2023



Align your brand with this family-friendly event reaching parents, families, teachers, and schools in Austin and beyond.

The Very 'Rary is an all-ages annual celebration featuring a magical afternoon filled with artmaking and adventures with local artists and entertainers. The event includes hands-on activities, immersive experiences, food and drink, live music, and Austin's most beloved brands. The iconically Austin event takes place over the lawns, woods, and shoreline of The Contemporary Austin at Laguna Gloria, and is inspired by the spooky time of year and the park's many sculptures that seem to masquerade throughout the grounds.



**50K+ IN-PERSON VISITORS**

**2 AUSTIN LOCATIONS**

**40K+**  
SOCIAL MEDIA ENGAGEMENTS

**35K+**  
EMAIL SUBSCRIBERS

**1.6M+**  
EMAILS SENT

**55K**  
SOCIAL MEDIA FOLLOWERS

**250K+**  
ONLINE VISITORS

**600,000,000+**  
MEDIA IMPRESSIONS



**20K+**  
CHILDREN AND  
YOUTH SERVED

**4K**  
CENTRAL TX TEACHERS SERVED

**2M+**  
ONLINE VIEWS

**1.7M+ SOCIAL MEDIA IMPRESSIONS**



**WE INVITE YOU** to become a sponsor for **THE VERY 'RARY!**

This is a unique opportunity for your organization, as The Contemporary Austin serves millions of people online and in-person.

By becoming a sponsor, you will increase your exposure to new audiences, gain premium visibility with Austin's families and school communities, and demonstrate your commitment to Austin's youth and families.

Additionally, your organization will stand alongside beloved brands from the local community. You can create authentic connections with Austinites, deepen your engagement with the community, and leave a long-lasting impact with the added exposure that comes with sponsorship.



**BECOME A SPONSOR!**



# ABOUT THE CONTEMPORARY AUSTIN



## VISION

**WE BELIEVE** in the capacity of art to transform lives.  
**WE DREAM** of a future where more eyes, ears, hearts, and minds are opened by contemporary art in all its forms.

## MISSION

The Contemporary Austin invites audiences to discover contemporary art in settings that **PROVOKE THOUGHT & JOY**. Our programs join art with place in pursuit of a deeper experience, a bigger conversation, and a closer community.

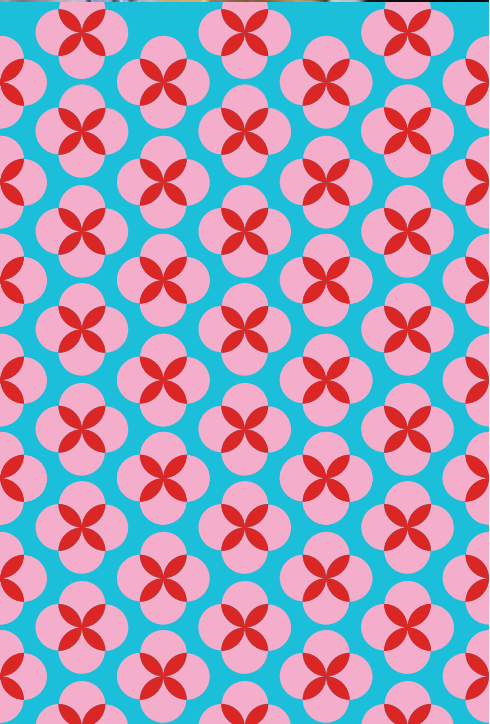
## GOALS

Education programs at The Contemporary are designed to:

- \* **SUPPORT** children's capacity for self-expression.
- \* **EMPOWER** youth to understand their voice matters.
- \* **PROVIDE** resources and professional development to teachers in Austin public schools.
- \* **ENCOURAGE** intergenerational learning and involvement.



# ABOUT THE EDUCATION PROGRAMS



The Contemporary's arts-based education programs aim to bridge the gap between access to the arts and arts education, with initiatives that embrace the proven benefits of arts engagement.

These include K-12 tours and more intensive multi-visit programming, free family events, workshops for teachers, Art School scholarships, and community outreach. These programs serve more than 20,000 visitors each year, fostering social and emotional learning and cultivating the earliest seeds of a lifelong love of the arts.




# ABOUT THE EDUCATION PROGRAMS




## SEEING SPECIAL THINGS

**BRINGING THE MUSEUM TO THE CLASSROOM EXPERIENCE**  The museum's longest-running educational initiative is a yearlong, multi-visit program with in-classroom and on-site lessons for students enrolled in Title I schools.

## TEACHER RESOURCES

**EQUIPPING AUSTIN'S ART EDUCATORS WITH SUPPLIES AND LESSON PLANS**  The Contemporary provides professional development workshops and digital and physical resources to teachers working in Austin, improving district-wide access to the arts in classrooms.

## FAMILY AND COMMUNITY PROGRAMS

**HELPING EVERYONE BECOME AN ART LOVER**  Free events, including "Second Saturdays are for Families" and "Drop In and Create," enhance the museum experience by igniting imaginations, while art kits distributed through Austin public libraries and Dell Children's Hospital meet communities where they are.

# CORPORATE SPONSORSHIP BENEFITS

CORPORATE SPONSORSHIP BENEFITS	\$50,000	\$25,000	\$10,000	\$5,000
Sponsor acknowledgment	Lead sponsor; "this event is brought to you by"	Major sponsor; "this event is made possible in part by"	Community sponsor; "Thanks to our community sponsor"	Corporate partner; "thanks to our corporate partners"
EVENT BENEFITS				
Admission passes, including complimentary snacks and drinks	50	25	15	6
EVENT RECOGNITION				
Lead sponsor welcome sign	●			
Onsite recognition on event signage	●	●	●	●
Logo visibility on all print collateral and email invitations	●	●	●	●
Logo placement on event merchandise	●	●	●	●
Product placement and brand activation on site	●	●	●	●
Verbal acknowledgment at the event	●	●		
Logo recognition opportunities for onsite activations (naming activities, tents, etc.)	●	●	●	
Exclusive product placement and brand activation by category	●	●		
Category exclusivity	●	●		
Customizable employee engagement experience	●			
SOCIAL MEDIA				
Social media: Inclusion in sponsor shout out leading up to the event	●	●	●	●
Special offers and discount codes from event partners	●	●	●	
Social media: Dedicated shout out leading up to the event	●	●		
Dedicated advertorial post	●			
YEAR-ROUND BENEFITS				
Year-long museum membership for agreed upon number of company employees	●			
Complimentary venue rental for private company event (Laguna Gloria or The Jones Center downtown)	●			
Discounted venue rental for private company event (Laguna Gloria or The Jones Center downtown)		●	●	





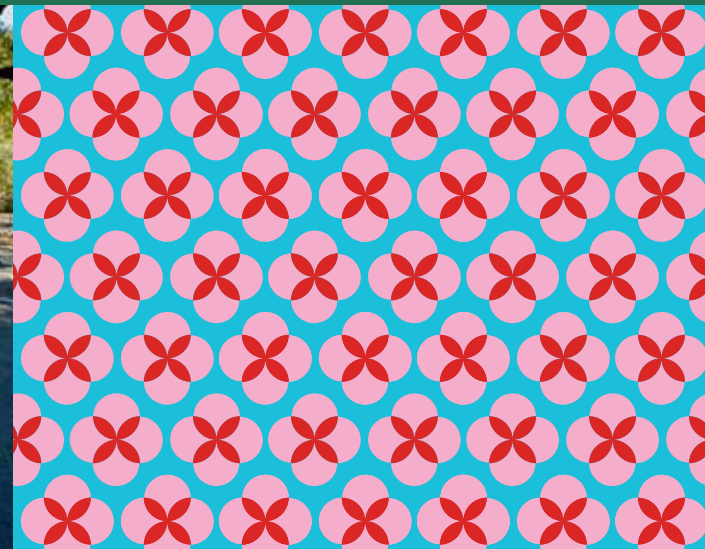
# PAST SPONSORS

## CORPORATE SPONSORS

Horizon Bank  
SUPPLY Showroom  
Campbell Landscape Architecture  
Endeavor Real Estate Group  
JOY at Castle Hill

## IN-KIND SPONSORS

Snoopslimes  
Me & the Bees  
LALO Tequila  
KIND Snacks  
Tito's Handmade Vodka  
Topo Chico  
SIETE Foods  
Preacher  
Austin Beerworks



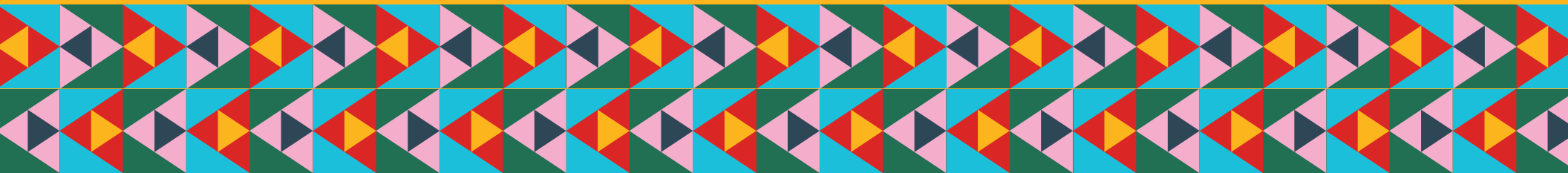




# **CLICK HERE TO PURCHASE YOUR SPONSORSHIP**

Your support ensures the museum can reach more young artists, families, and teachers to stimulate and sustain their creative lives.

Your sponsorship will help cover expenses associated with these programs, from art supplies and curriculum development to providing transportation, snacks, substitute teachers, and bilingual (Spanish) educators.



# QUESTIONS?

[development@thecontemporaryaustin.org](mailto:development@thecontemporaryaustin.org)



**THE  
VERY  
'RARY**

**The  
Contemporary  
Austin**

LAGUNA GLORIA

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