

THE VERY 'RARY

CORPORATE
SPONSORSHIP



THE CONTEMPORARY AUSTIN



THE CONTEMPORARY AUSTIN'S ANNUAL AFTERNOON OF ART AND AMAZEMENT

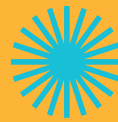


SUNDAY, NOVEMBER 3, 2024



THE VERY 'RARY was dreamed up in 2022, out of a desire to bring families from all over Austin together for an afternoon of art and amazement, while garnering support for The Contemporary Austin's award-winning arts education programs.

Now in its third year, this annual, all-ages fundraiser welcomes more than 1,000 kids and their families to the enchanting, lakeside grounds of Laguna Gloria for artful adventures and spellbinding performances. From dip-dye and mini mosaics, to live music and collaborative art making, The Very 'Rary inspires Austin's youth to explore the boundaries of their creative prowess.






ABOUT THE EDUCATION PROGRAMS



SEEING SPECIAL THINGS

BRINGING THE MUSEUM TO THE CLASSROOM  Now in its 45th year, Seeing Special Things is the museum's longest-running educational initiative. In partnership with six Title I AISD schools, The Contemporary provides arts instruction alongside regularly facilitated museum visits to more than 400 students in 19 classes throughout the academic year.

TEACHER RESOURCES

EQUIPPING AUSTIN'S ART EDUCATORS WITH SUPPLIES & LESSON PLANS  Directly addressing the real limitations of public arts education programs, The Contemporary offers professional development workshops and digital and physical resources to Austin public school teachers, reaching more than 2,600 students from 28 schools and various Austin-area school districts every year.

FAMILY AND COMMUNITY PROGRAMS

HELPING EVERYONE BECOME AN ART LOVER 

Free events, including Second Saturdays Are for Families, Drop In & Create, and Arty Party, welcome 4,000 visitors annually. And through community partners, The Contemporary distributes free art kits to more than 1,400 kids every year.



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 that their voice matters.
- * **PROVIDE** resources and professional development to teachers in Austin-area public schools.
- * **ENCOURAGE** intergenerational learning and involvement.

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

EDUCATOR TESTIMONIALS



“Many of our students have never visited a museum of any sort. Some have never ridden across town to see the downtown area. This [Seeing Special Things program] is a special opportunity that **opens their eyes to the importance of the arts** and the beauty of their hometown.”

“The collaboration between schools and communities is so important to **meeting the needs of the whole child**. Having these wonderful experiences creates a foundation for the awareness of art and a vocabulary for the expressions of creativity.”

“One of the things I love about SST is that it supports my goal of **integrating visual literacy** into my instruction, and exposing my students to experiences and ways of thinking they may otherwise not have access to.”

“Often our bilingual students are overlooked by the general education field trips. Having an opportunity to have materials presented to them in both languages was **an amazing and equalizing opportunity**.”

WE INVITE YOU to become a sponsor for **THE VERY 'RARY**—a unique opportunity for your organization to join millions of art lovers who engage with The Contemporary Austin's programming, both digitally and in person.

Sponsorships not only provide opportunities for **broadened brand exposure** to Austin's expansive circle of families and educational institutions, but also conveys your company's **commitment to investing in the Austin community**.

Alongside numerous beloved brands that are rooted in the vibrant spirit of Austin, sponsors of the Very 'Rary deepen their engagement with Austinites and leave a meaningful impact on the nonprofit arts community.



BECOME A SPONSOR!

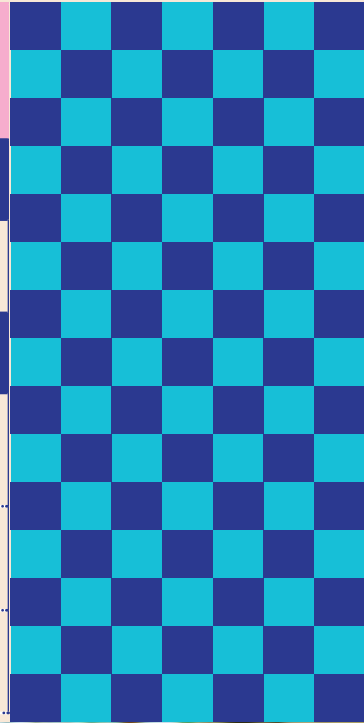
CORPORATE SPONSORSHIP BENEFITS

CORPORATE SPONSORSHIP BENEFITS	\$50,000	\$25,000	\$10,000	\$5,000
Sponsor acknowledgment	"This event is brought to you by ..."	"This event is made possible in part by ..."	"Thanks to our community sponsor"	"Thanks to our corporate partners"
EVENT BENEFITS				
Admission passes, including complimentary snacks and drinks	50	25	15	8
EVENT RECOGNITION				
Company name listed on The Contemporary's event webpage and accompanying promotions	●	●	●	●
Onsite recognition on event signage	●	●	●	●
Logo visibility on all print collateral and email invitations	●	●	●	●
Product placement and brand activation on site	●	●	●	●
Logo recognition opportunities for onsite activations (naming activities, tents, etc.)	●	●	●	
Scaled logo presence on The Contemporary's event webpage and accompanying promotions	●	●		
Verbal acknowledgment at the event	●	●		
Exclusive product placement and brand activation by category	●	●		
Category exclusivity	●	●		
Lead sponsor welcome sign	●			
Customizable employee engagement experience	●			
SOCIAL MEDIA				
Inclusion in sponsor shout out leading up to the event	●	●	●	●
Special offers and discount codes from event partners	●	●	●	
Dedicated shout out leading up to the event	●	●		
Dedicated advertorial post	●			
YEAR-ROUND BENEFITS				
20 one-time-use museum passes to visit Laguna Gloria and the Jones Center	●	●	●	
10% venue rental discount for one corporate event at either the Jones Center or Laguna Gloria		●		
20% venue rental discount for one corporate event at either the Jones Center or Laguna Gloria	●			
Year-long museum membership for up to 8 company employees	●			

IN-KIND

SPONSORSHIP BENEFITS

VALUE OF GOODS AND/OR SERVICES:	\$2,500-\$4,999	\$500-\$2,499
EVENT BENEFITS		
Admission passes, including complimentary snacks and drinks	6 passes	4 passes
EVENT RECOGNITION		
Company name listed on The Contemporary's event webpage and accompanying promotions	●	●
Inclusion in a social media shout out leading up to the event	●	●
Logo visibility on all print and email promotions	●	





PAST SPONSORS

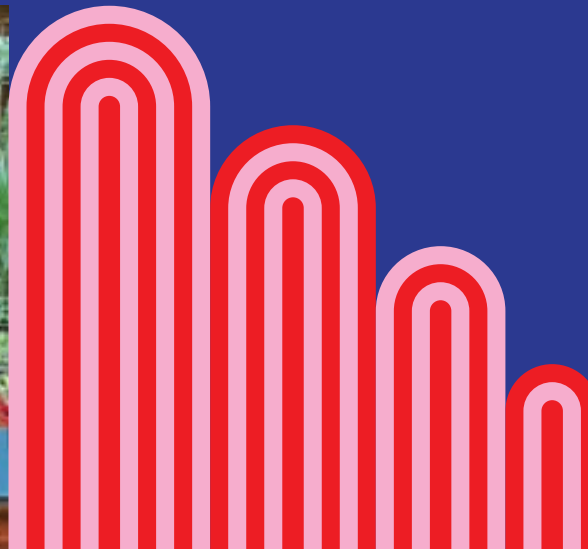


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IN-KIND SPONSORS

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Preacher
Savor + Sweat
SIETE Foods
Snoopslimes
Tiff's Treats
Tito's Handmade Vodka
Topo Chico



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.



QUESTIONS?

development@thecontemporaryaustin.org



**THE
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'RARY**

**The
Contemporary
Austin**

LAGUNA GLORIA

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