

THE VERY 'RARY

FAMILY
SPONSORSHIP



THE CONTEMPORARY AUSTIN



THE CONTEMPORARY AUSTIN'S ANNUAL AFTERNOON OF ART AND AMAZEMENT

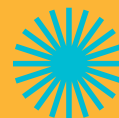
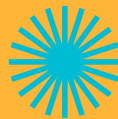


SUNDAY, NOVEMBER 3, 2024



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.



OUR PURPOSE



This annual, all-ages friend- and fundraiser benefits our award-winning **ARTS EDUCATION PROGRAMS** including K-12 tours and more intensive multi-visit programming, free family events, workshops for teachers, Art School scholarships, and community outreach. These programs serve thousands of visitors each year, fostering social and emotional learning and cultivating the earliest seeds of a lifelong love of the arts.

One of The Contemporary's **CORE VALUES** is to extend the welcome. Sponsorships and general ticket sales allow us to provide free tickets to students and families in our extended communities.

We rely on the support of individual, family and corporate sponsors to bring **THE VERY 'RARY** to life. Please consider being a part of our mission to provide impactful, art experiences to Austin's youth through events like The Very 'Rary and beyond. **AS A SPONSOR, YOU WILL:**

- Provide affordable ticket prices to all Austinites!
- Make the event free and accessible to students and families in our communities.
- Support our year round arts education programs, from art supplies and curriculum development, to providing transportation, snacks, substitute teachers, and bilingual (Spanish) educators.
- Enjoy advance tickets to The Very 'Rary before they go on sale to the general public.

All sponsorships include tickets to the event and special benefits to make the day even more magical.



BECOME A SPONSOR!

INVITE A FAMILY OR COMMUNITY GROUP



For The Very 'Rary 2024, The Contemporary Austin is excited to announce our new sponsorship opportunity: "Invite a Family/Community Group." By partnering with organizations committed to serving Austin's youth and families, we seek to extend our welcome to the community and broaden our arts education programs beyond our current audience.

- Each **COMMUNITY GROUP SPONSORSHIP** (\$1,500) enables us to provide **free admission**, **complimentary meal packages**, and **roundtrip transportation** for **50 GUESTS**.
- Each **FAMILY SPONSORSHIP** (\$150) provides the same benefits for **4 GUESTS**.

Participating families from all over Austin will enjoy a day of intergenerational artmaking, interactive performances, immersive artworks, and more.

Key to this initiative is the transportation component. By coordinating a safe ride to and from the event from a convenient meeting place, we hope to remove a significant barrier to many families in Austin.

Thanks to your sponsorship, we look forward to engaging with new, art-loving families and meeting the next generation of Austin's young artists.



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 that reach 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.

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**.”

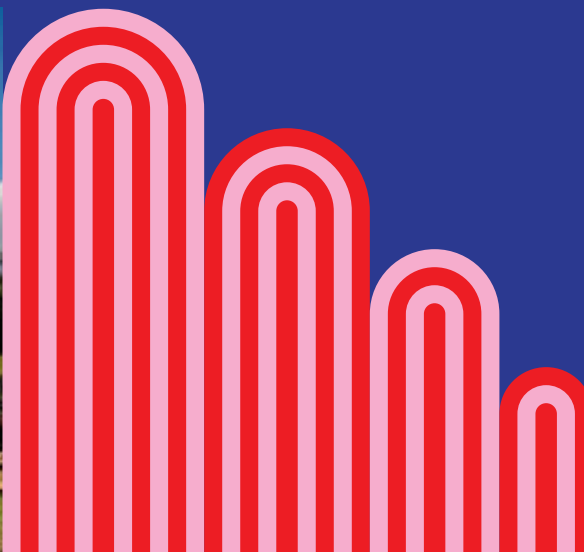
FAMILY & INDIVIDUAL SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS	\$10,000	\$5,000	\$2,500	\$1,000	\$500
	Very Visionary	'Rary Rockstar	Magic Maker	Enchanted Enthusiast	Creative Connoisseur
EVENT BENEFITS					
Admission passes, including complimentary food & drink, totes, and t-shirts	12	8	8	4	4
EVENT RECOGNITION					
Name on entryway signage	●	●	●	●	●
Name on program map	●	●	●	●	
Verbal acknowledgement at the event	●				
FAMILY BENEFITS					
Curated take-home art kits	●	●			
Invitation to Kid's Committee	●	●			
Complimentary family art class	●				
YEAR-ROUND BENEFITS					
Year-long museum membership at the Individual Level					●
Year-long museum membership at the Dual Level				●	
Year-long museum membership at the Supporter Level			●		
Year-long museum membership at the \$500 Advocate Level		●			
Year-long museum membership at the \$1,000 Collector Level	●				
Invitations to curator-led tours	●	●			
Museum on-site recognition	●				

OPTIONAL ADD-ONS	
Sponsor a Community Group	\$1500 - Includes free admission, complimentary meal packages, and roundtrip transportation for <u>50</u> guests
Sponsor a Family	\$150 - Includes the same benefits for <u>4</u> guests



THE VERY 'RARY 2024 COMMITTEE



CO-CHAIRS

Leyla Abou-Samra
Natalie Armendariz
Adrienne Bosh

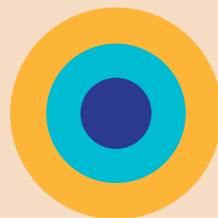
COMMITTEE

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Sam Holiday	Alex Winkelman



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
VERY
'RARY**

**The
Contemporary
Austin**

LAGUNA GLORIA

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