



The
Contemporary
Austin

THE VERY 'RARY

SMALL BUSINESS SPONSORSHIPS

ABOUT THE EVENT



SUNDAY, OCTOBER 18, 2026



Every fall, **THE VERY 'RARY** welcomes more than 1,000 kids and their families to experience artful activities and spellbinding performances on the enchanting, lakeside grounds of Laguna Gloria. This all-ages friend- and fundraiser benefits our award-winning arts K-12 education programs that 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.



OUR EDUCATION PROGRAMS



SEEING SPECIAL THINGS

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

Directly addressing the real limitations of public arts education, The Contemporary offers professional development workshops and digital and physical resources to public school teachers in Austin, reaching more than 2,600 students from 28 schools every year.

FAMILY AND COMMUNITY

Free events, including Second Saturdays Are for Families, Arty Party, and Start with Art, welcome 4,000 visitors annually. Through community partners, The Contemporary distributes free art kits that reach more than 1,400 kids every year.



ABOUT THE CONTEMPORARY AUSTIN



As Austin's only museum solely focused on contemporary artists and their work, The Contemporary Austin offers exhibitions, educational opportunities, and events that start conversations and fuel the city's creative spirit.

Known for artist-centric exhibitions and collaborations, The Contemporary invites exploration at both its urban and natural settings—downtown at the Jones Center and lakeside at Laguna Gloria, which includes the museum's Betty and Edward Marcus Sculpture Park, the historic Driscoll Villa, and a thriving art school.

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 and joy. Our programs join art with place in pursuit of a deeper experience, a bigger conversation, and a closer community.



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 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.
- New this year! Sponsors will receive an hour of early access to the event.

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



BECOME A SPONSOR!

SMALL BUSINESS SPONSORSHIP BENEFITS

| SPONSORSHIP BENEFITS | \$1,000 | \$2,500 |
|--|---------|---------|
| EVENT BENEFITS | | |
| All-inclusive admission passes, including unlimited food & drink | 4 | 8 |
| Early access hour (1-2P) for sponsors only | • | • |
| EVENT RECOGNITION | | |
| Name on entryway signage | • | • |
| Name on program map | • | • |
| YEAR-ROUND BENEFITS | | |
| Dual Membership | • | |
| Supporter Membership | | • |



THE VERY 'RARY 2026 COMMITTEE

CO-CHAIRS

Jen Cohen
Steven Gonzalez
Joy Hirsch
Ryann Rangel

COMMITTEE

| | |
|---------------------|------------------|
| Leyla Abou-Samra | Sam Holiday |
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| Misty Hasiotis | Margo Tate |
| Keli Hogsett | Thea Ugarte |



LET'S TALK!

Hillary Welde

Director of Individual Giving

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IMAGES: The Very 'Rary at The Contemporary Austin – Laguna Gloria, 2024 and 2025.
Photography by BFA.com, unless otherwise noted.

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LAGUNA GLORIA

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