

# SPONSORSHIP PROPOSAL



**75<sup>TH</sup> ANNIVERSARY CELEBRATION  
SEPTEMBER 24, 2025, 6:00PM  
THE MILTON RHODES CENTER FOR THE ARTS**

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## VISION

A community where all residents realize the value of arts and culture experiences, and where those who create them are supported in their individual and collective efforts.

## MISSION

To help ensure that the empowering and enriching benefits of arts and culture reach all members of our diverse community.

## ARTS COUNCIL VALUE PROPOSITION TO THE COMMUNITY

Arts Council is the chief advocate of the arts and cultural sector in Winston-Salem and Forsyth County. Our goal is to serve as a leader in lifting up, creating awareness and providing support to grow and sustain artistic, cultural and creative offerings throughout our region.

We acknowledge that it takes every voice, every talent, and every story to make our community a great place to live, work, and play. Arts Council is committed to serving as a facilitator, organizer, and promoter of conversations that are authentic, inclusive, and forward-thinking.



**AUGUST 9, 1949  
ARTS COUNCIL WINSTON-SALEM &  
FORSYTH COUNTY OPENS**





# ARTS COUNCIL ECONOMIC IMPACT FY24

## **\$1,427,553 - Community Investment**

Enriches the lives of residents and visitors, promote cultural understanding, and stimulate economic growth.

## **\$1,050,712 - Grant Funding**

Supports local arts and cultural initiatives.

## **\$300,000 - Facilities Subsidies**

Ensures creative spaces remain accessible and affordable.

## **\$103,253 - Fiscal Sponsorships**

Raised to support various arts and cultural projects.

## **\$75,000 - Park Concert Series**

Free outdoor concerts to Tanglewood and Triad Parks with a diverse lineup of local and national musicians.

## **\$63,000 - Marketing Support**

In-kind marketing support to local arts and cultural organizations including digital, print, radio and television advertisements.

## **\$9,130 - Gallery Programming**

Provides opportunities for local artists to showcase work and engage with the community in dynamic exhibition space.





# ABOUT THE EVENT

**Event Date:** Wednesday, September 24, 2025 at 6:00pm

**Format:** Performances, auction, social networking

## Event Summary:

Join us as the Arts Council of Winston-Salem & Forsyth County celebrates 75 years of arts leadership with a vibrant anniversary fundraiser on our historic campus. This unforgettable evening will feature live performances by local artists, a curated art auction, and a social network of industry leaders that showcase the richness of our arts community. Guests will enjoy an elegant, inspiring atmosphere while supporting the continued growth of arts and culture in our region. All proceeds will benefit the Arts Council's programs, grants, and outreach initiatives that serve artists, organizations, and the wider community.

## Impact of Sponsorship:

Sponsoring the Arts Council of Winston-Salem & Forsyth County's 75th Anniversary Fundraiser is a unique opportunity to align your brand with a legacy of cultural excellence and community impact. As the first arts council in the nation, we have championed creativity, education, and economic vitality for decades. This milestone celebration offers sponsors exceptional visibility among influential community leaders, dedicated patrons of the arts, and a broad public audience all while supporting the continued growth and enrichment of our vibrant local arts scene.





# 75TH ANNIVERSARY CELEBRATION SPONSORSHIP TIERS

## VISIONARY SPONSOR - \$50,000

*Visionary Sponsors are visionary leaders driving transformative impact.*  
Two sponsorships are available at this level.

Benefits Include:

- "75<sup>th</sup> Anniversary Celebration presented by [Your Name/Company]"
- Featured in press releases, website, social media and signage
- Step & Repeat Wall recognition
- Sponsor Lounge Access
- Full-page program ad (back or inside front cover)
- Premier logo placement across all promotions
- Floating Artist Meet and Greet
- Ten tickets to the performance with premium seating
- Opportunity to speak from the stage

## LEGACY PARTNER - \$25,000

*Legacy Partners support innovation, engagement, and creative expression.*  
Four sponsorships are available at this level.

Benefits Include:

- Step & Repeat Wall recognition
- Sponsor Lounge Access
- Half-page program ad
- Logo in promotions
- Logo featured on website, social media and signage
- Floating Artist Meet and Greet
- Six tickets to the performance with premium seating
- Group recognition from stage





# 75TH ANNIVERSARY CELEBRATION SPONSORSHIP TIERS

## CREATIVE PATRON - \$15,000

*Creative Patrons propel bold ideas and elevate creative storytelling.*  
Four sponsorships are available at this level.

Benefits Include:

- Step & Repeat Wall inclusion
- Sponsor Lounge Access
- Half-page program ad
- Logo featured on website, social media and signage
- Floating Artist Meet and Greet
- Four tickets to the performance with premium seating
- Group recognition from stage

## ART ADVOCATE - \$10,000

*Art Advocates amplify artistic access and education.*  
Eight sponsorships are available at this level.

Benefits Include:

- Quarter-page program ad
- Logo on website, social media and signage
- Four standard tickets to the performance
- Group recognition from stage







# 75TH ANNIVERSARY CELEBRATION SPONSORSHIP TIERS

## COMMUNITY BUILDER - \$5,000

*Community Builders keep the arts accessible and rooted in local voices.*

Ten sponsorships are available at this level.

Benefits Include:

- Quarter-page program ad
- Logo on website, social media and signage
- Two standard tickets to the performance
- Group recognition onstage

## FRIEND OF THE ARTS - \$1,000

*Friends of the Arts are grassroots supporters who believe in culture and connection.*

Fifteen sponsorships are available at this level.

Benefits Include:

- Name or logo listed in the program, website, and social media
- Shared signage at the event
- Two standard tickets to the performance





# 75TH ANNIVERSARY CELEBRATION SPONSORSHIP TIERS

## LEVELS

BENEFITS	VISIONARY	LEGACY	CREATIVE	ART ADVOCATE	COMMUNITY BUILDER	FRIEND OF THE ARTS
Investment	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$1,000
Presented by	X					
Press Release Inclusion	X					
Step & Repeat Wall	X	X	X			
Sponsor Lounge Access	X	X	X			
Program Ad	Full-page	Half Page	Half Page	Quarter Page	Quarter Page	Listed
Logo in promotions	Premier Placement					
Floating Artist Meet and Greet	X	X	X			
Tickets to Performance	10 with Premium Seating	6 with Premium Seating	4 with Premium Seating	4 with Standard Seating	2 with Standard Seating	2 with Standard Seating
Opportunity to Speak From Stage	X	Group recognition	Group recognition	Group recognition	Group recognition	
Website	X	X	X	X	X	X
Social Media	X	X	X	X	X	X
Signage	X	X	X	X	X	shared

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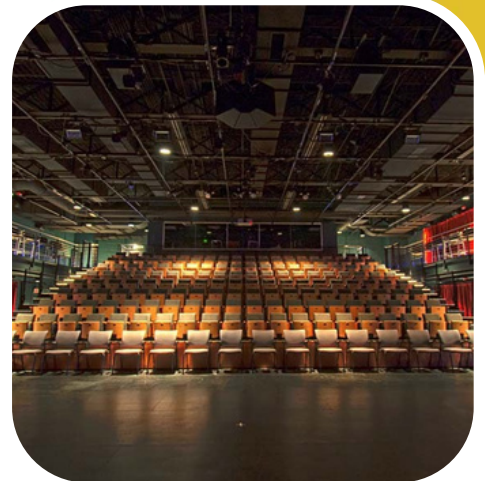
# TIMELINE

## Content Deadlines:

- Legacy Sponsorship commitment for inclusion in the press release and all future advertisements
  - Due August 29
- Program advertisement
  - Due September 2
- High Resolution Logo for Step and Repeat wall, digital ads, and digital screens
  - Due September 2

# CONTACT

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# THANK YOU

For making it possible for Winston-Salem to be known as the City of

# ARTS AND INNOVATION

