



ANNIVERSARY
SPONSORSHIP
PACKET

Pure Imagination

COSTUME GALA

FREE ARTS FOR ABUSED
CHILDREN OF ARIZONA

About Free Arts

In 1993, Free Arts for Abused Children of Arizona was founded by art therapist Margaret Beresford because she recognized the positive impact of art-making and supportive adults on children who have experienced trauma. At no cost to participants, our research-based program model (Art + Mentors = Resilience) helps children build resilience by connecting them with caring adults and creative activities that develop their skills and sense of self.

Our Mission

Transforming children's trauma to resilience through the arts.

Our Vision

Every child who has experienced the trauma of abuse, neglect, and/or homelessness has access to resilience-building arts programs and caring adult volunteer mentors.

Our Impact

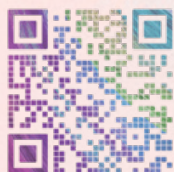
Every year, over 78,600 children in Arizona experience abuse, neglect, and homelessness. Since 1993, Free Arts has served more than 155,000 children. Today, our programs annually serve about 7,000 children, ages 3 to 24, in Maricopa County.

Visit www.FreeArtsAZ.org to learn more!

30th Anniversary Celebration

This year Free Arts begins a multi-year campaign to celebrate our 30th anniversary! "Pure Imagination" is the theme for 2023 festivities. This is a reminder to consider the world through the eyes of a child with the same sense of adventure, curiosity, and wonder from our childhoods. We are bringing our supporters and partners together to celebrate this significant milestone in Free Arts history as well as to raise funds for our resilience-building programs for children.

Get ready to reconnect with your inner child at the:



Pure Imagination Costume Gala

Saturday, October 21st at 6PM
Sheraton Phoenix Downtown

There are no limits to the imagination as attendees are encouraged to dress up however the theme inspires them, from superheroes to fairy tales and everything in between. The Pure Imagination Costume Gala will include a reception, sit-down dinner, and after-party with live entertainment, art projects, mystery boxes, raffles, an art auction, and more!

Marketing Reach of Event Promotion

Event-driven public relations strategies include the following audiences and platforms:

- › 13,000+ eNewsletter subscribers
- › 10,000+ website visitors per month
- › 11,000+ Facebook followers
- › 2,600+ Instagram followers
- › 1,800+ LinkedIn followers
- › 3,000+ individual donors
- › 1,200+ volunteers
- › 200+ corporate partners
- › 130+ partner agency facilities
- › 50+ foundation/government partners

Sponsorship Opportunities

\$30,000 Resilience Presenting Sponsorship (Limit 1)

- › Recognition as Presenting Sponsor with event logo lock-up
- › Speaking opportunity during event
- › Verbal recognition during stage program
- › Recognition on exclusive slide of PowerPoint program
- › (2) exclusive social media posts on all platforms
- › (2) page ad in event program
- › (2) premium tables, seating 20 guests
- › (1) exclusive post on Facebook event page
- › Recognition on event marketing materials
- › (1) post on Facebook event page with other sponsors
- › (1) social media post on all platforms with other sponsors
- › Recognition on sponsor page of print program
- › Recognition on sponsor signage at event
- › Recognition on sponsor slide of PowerPoint program
- › Recognition on event website
- › Recognition on Free Arts website (1 year)
- › Item for gift bags (optional)
- › Volunteer opportunities (optional)

\$20,000 Connection Sponsorship (Limit 3)

- › Naming rights for (1) event touchpoint of choice
(based on availability):
 - › Hosted bars
 - › Reception
 - › Dinner
 - › After-party
- › (1) exclusive post on Facebook event page
- › (1) page ad in print program
- › Recognition on event marketing materials
- › (1) post on Facebook event page with other sponsors
- › (1) social media post on all platforms with other sponsors
- › Recognition on sponsor page of print program
- › Recognition on sponsor signage at event
- › (1) premium table, seating 10 guests
- › Recognition on sponsor slide of PowerPoint program
- › Recognition on event website
- › Recognition on Free Arts website (1 year)
- › Item for gift bags (optional)
- › Volunteer opportunities (optional)

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\$10,000 Creativity Sponsorship (Limit 5)

- › Naming rights for (1) event touchpoint of choice (based on availability):
 - » Art activities
 - » Art auction
 - » Photo booth
 - » Centerpieces
 - » Gift bags
- › (1) exclusive post on Facebook event page
- › (1) page ad in print program
- › Recognition on event marketing materials
- › (1) post on Facebook event page with other sponsors
- › (1) social media post on all platforms with other sponsors
- › Recognition on sponsor page of print program
- › Recognition on sponsor signage at event
- › (1) premium table, seating 10 guests
- › Recognition on sponsor slide of PowerPoint program
- › Recognition on event website
- › Recognition on Free Arts website (1 year)
- › Item for gift bags (optional)
- › Volunteer opportunities (optional)

\$7,500 Bravery Sponsorship

- › Half page ad in print program
- › Recognition on event marketing materials
- › (1) post on Facebook event page with other sponsors
- › (1) social media post on all platforms with other sponsors
- › Recognition on sponsor page of print program
- › Recognition on sponsor signage at event
- › (1) premium table, seating 10 guests
- › Recognition on sponsor slide of PowerPoint program
- › Recognition on event website
- › Recognition on Free Arts website (1 year)
- › Item for gift bag (optional)
- › Volunteer opportunities (optional)

\$5,000 Strength Sponsorship

- › (1) post on Facebook event page with other sponsors
- › (1) social media post on all platforms with other sponsors
- › Recognition on sponsor page of print program
- › Recognition on sponsor signage at event
- › (1) premium table, seating 10 guests
- › Recognition on sponsor slide of PowerPoint program
- › Recognition on event website
- › Recognition on Free Arts website (1 year)

\$3,500 Innovation Sponsorship

- › (1) premium table, seating 10 guests
- › Recognition on sponsor slide of PowerPoint program
- › Recognition on event website
- › Recognition on Free Arts website (1 year)

Sponsorship Form

Pure Imagination Costume Gala

Saturday, October 21, 2023

The sponsorship form and required marketing assets (e.g. logo) must be submitted to Free Arts by **July 15, 2023**. Sponsorships will still be accepted after this deadline, but certain benefits may not be available (e.g. invitation).

Sponsor Recognition Name (as it should be written):

Organization Name: _____

Contact Name: _____

Contact Title: _____

Phone: _____

Email: _____

Mailing Address: _____

Website: _____

Sponsorship Opportunities

- Resilience Presenting Sponsorship - \$30,000
- Connection Sponsorship - \$20,000
- Creativity Sponsorship - \$10,000
- Bravery Sponsorship - \$7,500
- Strength Sponsorship - \$5,000
- Innovation Sponsorship - \$3,500

Payment Method

- › Send invoice to: _____
- › Check (Payable to Free Arts for Abused Children of Arizona)
- › Online donation at www.FreeArtsAZ.org/Donate
(Please notify us for proper benefits.)

Please submit form, payment, and marketing assets to:

Tenneille Choi

352 E Camelback Rd, Ste 100, Phoenix, AZ 85012

tchoi@freeartsaz.org

For questions, contact Development Officer Tenneille Choi at

tchoi@freeartsaz.org or call (602) 456-6561.

