



Young Audiences
Arts for Learning

Oregon & SW Washington



YOUNG AUDIENCES SPONSORSHIP OPPORTUNITIES

Run for the Arts

YOUNG

AUDIENCES

TOTAL REACH

40,000 to 50,000

ABOUT RUN FOR THE ARTS

Young Audiences' Run for the Arts is a simple and effective fundraising jog-a-thon program that helps schools raise money for arts programming. Since its inception nearly 40 years ago, Young Audiences Run for the Arts has raised nearly \$15 million for arts education directly from the community where the funds are used.

THE AUDIENCE

Each year, over 30,000 supporters, teachers and volunteers and 20,000 students from nearly 60 schools participate in Young Audiences Run for the Arts. These individuals are community minded and believe that the arts matter.

PAST SPONSORS

Oregon Screen Impressions, Fred Meyer Stores, Nike, Sports Authority, Living Room Realty, Advantis Credit Union, Boly:Welch Recruiting, and Comcast.

RFA SPONSORSHIP OPPORTUNITIES

	Marathon Sponsor \$10,000	Cross Country Sponsor \$5,000	Sprint Sponsor \$2,500	Warm-up Sponsor \$1,000
Logo placement on printed materials	●	●	●	●
Logo & Link on website	●	●	● LOGO ONLY	
Logo on 60 in-school posters	●			
Logo on t-shirts	●	●		
Opportunity to provide marketing giveaways	●			
Appearance in e-newsletter	●	●		
Industry Exclusivity	●			
Mentions on Young Audiences Social Media	10	5	2	1
Opportunity to table at jog-a-thons	●			

Young Audiences **ARTS FOR LEARNING**

04
MAY
2017

Fly Away

• WITH YA •

YOUNG AUDIENCES INVITES YOU
TO OUR ANNUAL GALA

TOTAL REACH

3,000 to 5,000

ABOUT YA 58

This annual event brings together businesses, community leaders and philanthropists who support Young Audiences' mission to inspire young people and expand their learning through the arts.

Thursday, May 4th, 2017

The Nines

5 pm Cocktails | 7 pm Program & Performance | 9 pm Dancing

THE AUDIENCE

Approximately 200 dedicated arts supporters, over 1,500 mailed invitations, 3,000 email subscribers and 2,000 social media followers.

PAST SPONSORS

Arlene Schnitzer and Jordan Schnitzer, Geffen Mesher, Albina Community Bank, Gerding Edlen, Norris, Beggs & Simpson, Radler, White, Parks & Alexander, Morel Ink, OnPoint Community Credit Union, Perkins & Co, Ball Janik, and Regence Blue Cross Blue Shield

FLY AWAY WITH YA SPONSORSHIP OPPORTUNITIES

	PRESENTING \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000
SEATING	VIP Seating for 20	Premier Seating for 10	Seating for 10	8 Tickets
RECOGNITION	On stage recognition	On stage recognition		
MARKETING	Opportunity to provide giveaways	Opportunity to provide giveaways	Opportunity to provide giveaways	
SIGNATURE	Cocktail naming opportunity			
SIGNAGE	Logo below event name on all signage	Logo on all signage	Logo on digital signage	Name on digital signage
EVENT PROGRAM	Logo	Logo	Logo	Name
INVITATIONS	Logo	Name	Name	
BID CARDS	Logo			
WEBSITE	Logo & Link	Logo & Link	Logo	Logo
NEWSLETTER	Logo & Link	Logo	Name	Name
SOCIAL MEDIA	10	5	2	1

LIVE SET

SOUND ENGINEERING FOR TEENS

TOTAL REACH

3,000 to 5,000

ABOUT LIVE SET

Sitting at the intersection of music and technology, Live SET is a hands-on program training high school students in the art and science of live sound engineering. The program is offered at no cost to students, and focuses on underserved youth. Taught by top industry professionals in the world-class Mississippi Studios concert venue, Live SET is a first-of-its-kind program in our region.

The capstone project of every LIVE SET class is a live musical performance sound engineered by the students. There are three concerts throughout the school year (2 in the fall, 1 in the spring) at Mississippi Studios featuring popular bands in a variety of musical styles.

THE AUDIENCE

High school students from high needs schools, community groups, parents, teachers and Portland musicians and their fans.

SPONSORS

Meyer Memorial Trust, Mentor Graphics Foundation, Oregon Arts Commission, Charlotte Martin Foundation, & the Herbert A. Templeton Foundation

LIVE SET SPONSORSHIP OPPORTUNITIES

	ROCK STAR \$5,000	PRODUCER \$2,500	ENTOURAGE \$1,000
VIP BACKSTAGE PASSES & VENUE TOUR	Up to 20 passes	Up to 10 passes	Up to 5 passes
WEBSITE	Logo & Link on: program webpage; spotlight blog post; newsletter feature	Logo on: program webpage; newsletter feature	Company name on program webpage
SOCIAL MEDIA	3	1	
SIGNAGE	Banner on stage at event		

INTERESTED IN ALL 3?

RECEIVE A DISCOUNT FOR
SPONSORING ALL EVENTS

\$15,000

RFA Marathon + YA58 Presenting + Live SET Rock Star
Value \$25,000 Total Reach: 46,000 to 60,000

\$10,000

RFA Marathon + YA58 Platinum + Live SET Producer
Value \$17,500 Total Reach: 46,000 to 60,000

\$7,500

RFA Cross Country + YA58 Gold + Live SET Producer
Value \$10,000 Total Reach: 46,000 to 60,000

CONTACT

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We are happy to design a package to suit your needs and budget.
Please contact us to customize a package.