



LIVEARTS
SANTA FE

Sponsorship Opportunities

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Background

LiveArts Santa Fe is a new arts organization collaborating with the City of Santa Fe to renovate the Greer Garson Theatre Center with the goal to uplift and unite our community through inclusive, accessible performing arts opportunities. We are made up of professional arts administrators, local performing artists, former staff, faculty, and alumni from CSF and SFUAD, and community members passionate about the performing arts in Santa Fe. We offer free theatre classes for youth, as we work with the City to renovate the Greer as a hub for professional theatre and film training and support for Santa Fe's local performing arts industry. We work collaboratively with diverse partners to help revitalize Midtown and give equitable access to vibrant and inclusive arts programming. Join us around town at our monthly Cabaret offerings featuring local artists.

Mission:

To engage, inspire, and embrace a multi-cultural, neurodiverse, and multi-generational community by eliminating barriers in the performing arts. LiveArts Santa Fe aims to amplify all creative voices locally and beyond through offering innovative and inclusive artistic work & education.



Vision:

Empowering a unified world through the performing arts, LiveArts Santa Fe envisions a future where every voice is heard, every culture is celebrated, and every generation is connected. We strive to dismantle barriers and foster a global community where diversity, inclusion, and innovation are at the heart of everything we do. Through our commitment to entertaining, inspiring, and educating, we aim to create a space where the performing arts are a beacon of empowerment, unity, and transformative change for all.

A note from the Executive Director

At LiveArts, we are deeply committed to making the arts accessible and inclusive, ensuring that everyone in our community can experience the profound joy and inspiration that come from creative expression. Our initiatives, such as the Young Creators Project and the LiveArts Cabaret, are designed to nurture emerging talents and bring diverse artistic experiences to the forefront of Santa Fe's cultural scene.

The Young Creators Project, offering free classes in improvisation, performance, and creative writing to children and teens, is a testament to our belief in the vital role of the arts in youth development. Similarly, the LiveArts Cabaret serves as a dynamic platform for artists across a spectrum of disciplines to showcase their talents in an intimate and engaging setting. These programs, among others, are pivotal in our mission to enrich lives through the arts.

As we look to the future, the role of our community and supporters becomes ever more critical. Your engagement and support can propel these initiatives to new heights, expanding their impact and reach. This is why I am reaching out to you—to explore the possibility of your involvement with LiveArts Santa Fe as a sponsor.

Becoming a sponsor for LiveArts Santa Fe offers a unique opportunity to be at the heart of our city's cultural evolution, supporting the arts in a way that resonates with your values and vision for a vibrant, inclusive community. Whether it's through the Young Creators Project, the LiveArts Cabaret, or any of our other initiatives, your support can play a pivotal role in shaping the future of the arts in Santa Fe.

I would be delighted to discuss this opportunity further and explore how we can tailor a sponsorship that aligns with your interests and goals. Together, we can create a lasting impact on the cultural landscape of Santa Fe, fostering a community where the arts thrive and are accessible to all.

Thank you for considering this invitation to join us in our mission. I look forward to the possibility of partnering with you and welcome any questions or ideas you might have.

Warmest regards,

Vaughn Irving
Executive Director
LiveArts Santa Fe



Become a Sponsor

LiveArts Santa Fe is offering a variety of programs in 2024, from free classes for youth, to cabaret performances, to large community engagement events at the Midtown Site. We will put your dollars to work right away showcasing your company's dedication to the community. Here are some compelling benefits your company can enjoy through sponsorship:

- Prominent Brand Exposure on posters, banners, and digital advertisements. Receive widespread recognition for your support.
- Marketing Reach: We can collaboratively craft targeted digital campaigns to maximize exposure and drive traffic to your online platforms.
- On-Site Activation: Set up a branded booth at events, allowing you to engage directly with attendees and showcase your products or services.
- Exclusive Hospitality: Enjoy VIP treatment with complimentary tickets or invitations to VIP events, where you can network with other sponsors, city officials, and community leaders.
- Community Impact: Demonstrates your company's commitment to Santa Fe's cultural enrichment and economic revitalization efforts. Your sponsorship will contribute directly to the growth and sustainability of Midtown, earning you respect and loyalty from local consumers.



The Whole Enchilada - \$50,000

For \$50,000 you can become a season sponsor for all the programming at LiveArts Santa Fe. You will play a vital role in everything we do. Your business will be a featured sponsor at all of our events and:

- Your business will get prominent "no scroll" placement (logo and link) on our website homepage.
- Your business name and logo will get prominent placement on all promotional materials including print, website, and social media.
- Your business will be mentioned in all press releases, as well as radio and television interviews.
- Representatives from your organization will be invited to speak at performances.
- Your business is invited to have a branded booth promoting your business at all LiveArts Events.
- Your logo will also appear at the bottom of every page of the LiveArts website.
- Link to your website will be included in all e-newsletters.

The Young Creators Project

The Young Creators Project, YCP, is a unique initiative that provides free improvisation, performance and creative writing classes to children and teens in Santa Fe. At LiveArts, we firmly believe in the transformative power of the arts, and our mission is to break down barriers so that all children have access to the performing arts regardless of their socio-economic background. This program is not only fun for students, but improves confidence, literacy, creativity, and public speaking abilities all while engaging youth and helping them discover their unique creative voice. It is with this vision in mind that we request support from community-minded businesses like yours.

Here's how you can contribute:

- Monetary Donations: Financial contributions will allow us to cover program expenses, including instructors' stipends, class materials, and facility costs. Your donation, no matter the size, will directly impact the success and sustainability of the Young Creator Project.
- Food and In-Kind Donations: Your generous contributions of non-perishable snacks, gift cards, or in-kind donations will help ensure that our young participants have the nutrition, arts supplies, and support that they need to thrive in class. Thank you for co-creating a positive and energized learning environment.



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Young Creators Project



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Young Creators Sponsorship

Sponsorship Levels: We offer sponsorship opportunities for all budgets and levels of support

\$1000- Bronze

a bronze-level sponsorship provides support and pays our teachers for a semester

- Your business name will be listed as a bronze sponsor at the bottom of all print and digital promotional materials.
- We will include a link to your website on the Young Creators Project webpage.
- You will be listed as a program sponsor in all YCP e-newsletters.
- 1 rep from your company scores a free ticket to YCP performances

\$2500 - Silver

a silver-level sponsorship funds life-changing programming for 8+ students.

- All of the above, PLUS:
- Placement as a Silver Sponsor; YCP web page, newsletters, print & digital materials
- 3 reps from your company score free tickets to YCP performances
- LiveArts Santa Fe Swag: stickers, bags & buttons

\$5000 - Gold

a gold-level sponsorship covers the cost of a professional venue for our young creators to perform in for all three YCP showcases in 2024.

- ALL of the above, PLUS:
- Prominent placement as a Gold Sponsor; YCP web page, newsletters, print & digital materials
- 5 representatives from your company score free tickets to YCP performances
- Your logo will appear at the bottom of every page of the LiveArts website.
- Invitations to exclusive VIP events

\$10,000 - Platinum

a platinum-level sponsorship funds all the administrative costs of the program, including expansion of the program to reach more young creators all over Northern New Mexico.

- All of the above, PLUS:
- Prominent placement as a Platinum Sponsor; YCP web page, newsletters, print & digital materials
- Your logo and links to your website on the LiveArts Santa Fe homepage
- Up to 10 representatives from your organization will be invited to attend all YCP performances
- Free VIP tickets to all public LiveArts Events in 2024



Young Creators Project

Young Creators Sponsorship cont.

\$25,000 - Presenter

a presenter-level sponsorship pays for all of our fantastic teachers, assistants, and guest artists for a full year.

- All of the above, PLUS:
- Your business listed directly below the program title (i.e. The Young Creators Project: presented by [Your Business]).
- A branded booth to promote your business at all Young Creators Project performances

\$50,000 - Producer

the exclusive producer-level sponsorship funds the whole YCP program for 2024. You will provide life-changing programming to 80+ students and their families.

- All of the above, PLUS:
- Your business will be listed as the sole sponsor of this program, no other sponsorships will be solicited.
- Your business name will be listed above the program title on all promotional materials (i.e. [Your Business] Presents: The Young Creators Project).
- Representatives from your organization will be invited to speak at all YCP performances
- You're invited to have a booth promoting your business at select other LiveArts Events.
- You will be listed as the producer of YCP at all LiveArts events and a platinum sponsor of the entire organization.





LiveArts Cabaret

In 2024 we are launching the LiveArts Cabaret, a monthly variety cabaret that features exceptional performers presenting exciting acts in an intimate setting. LiveArts Cabaret will float around to different bars, restaurants, coffee shops, and event venues across Santa Fe. These pay-what-you-wish events are designed to provide opportunity for audiences to experience great performances, and give artists the chance to reach new audiences. We want to prove that art can be affordable, accessible, and excellent all at once. LiveArts Cabaret features musicians, singers, comedians, dancers, drag artists, circus performers, and more.

Sponsorships

\$500 - Fan

the Fan level sponsorship supports one specific performance of the LiveArts Cabaret. Your business will be featured as a primary sponsor for the event.

- All promotional materials for your chosen performance will read "LiveArts Cabaret, sponsored by [Your Business]"
- Logo included at the bottom of all LiveArts Cabaret marketing materials for your chosen performance
- We will include links to your website on the LiveArts Cabaret webpage..
- Link to your website will be included in LiveArts Cabaret e-newsletters about your chosen performance.
- Your business will be referenced in LiveArts Cabaret press releases and mentioned in radio and/or television interviews about your chosen performance.

\$1000 - Groupie

the Groupie level sponsorship supports the production costs for all 2024 performances of LiveArts Cabaret.

- Your logo will be included at the bottom of all LiveArts Cabaret marketing materials.
- We will include links to your website on the LiveArts Cabaret webpage.
- Link to your website will be included in all LiveArts Cabaret e-newsletters.
- Your business will be referenced in LiveArts Cabaret press releases

Don't miss your chance to be part of something truly special. Join us at the LiveArts Cabaret and experience the vibrant heart of our community!



Cabaret Sponsorships cont.

\$5000 - Patron

the Patron level sponsorship supports all 2024 performances of the LiveArts Cabaret. Your support makes the whole season possible.

- All of the above, PLUS:
- All promotional materials will read "The LiveArts Cabaret, sponsored by [Your Business]"
- Logo included on all LiveArts Cabaret marketing materials
- Your logo will also appear at the bottom of every page of the LiveArts website.
- Your business will be referenced in LiveArts Cabaret press releases and mentioned in all radio and television interviews.

\$10,000 - Master of Ceremonies

the MC level sponsorship allows you to name this program after your business. Like the "Humana Festival" or "Wrigley Field."

- All promotional materials will read "[Your Business and LiveArts Santa Fe present: The [Whatever You Decide] Cabaret"
- Prominent logo placement on all LiveArts Cabaret marketing materials
- Your business is invited to have a branded booth at all LiveArts Cabaret events.
- We will include links to your website on both the LiveArts homepage and the LiveArts Cabaret page. Your logo will also appear at the bottom of every page of the LiveArts website.
- Free VIP tickets to all LiveArts Events in 2024



Midtown Events

LiveArts will be presenting a series of outdoor events at the Midtown Site (the former campus of College of Santa Fe) in 2024. We are working with the City of Santa Fe to bring awareness to the redevelopment efforts and get people excited about everything Santa Fe's revitalized Midtown will have to offer. These events are still in the planning phase, but we anticipate engaging with thousands of Santa Fe residents through a variety of programs: from outdoor concerts, to film screenings, to performance festivals. Position your business as a key player in the exciting Midtown redevelopment process by sponsoring LiveArts' Midtown Events.

Events will be announced throughout the season. If you'd like to know what's in the works, drop us a line.



www.liveartssantafe.org



Midtown Events Sponsorships

\$1000 - Bronze

- Your business name will be listed as a sponsor at the bottom of all print and digital promotional materials for your event, including banners, newspaper ads, posters/flyers, website, and social media.
- A representative from your organization will be invited to attend all LiveArts Midtown Events
- We will include a link to your website on the events page of our website.
- Your name and logo will be listed as a program sponsor for e-newsletters promoting your event.

\$2500 - Silver

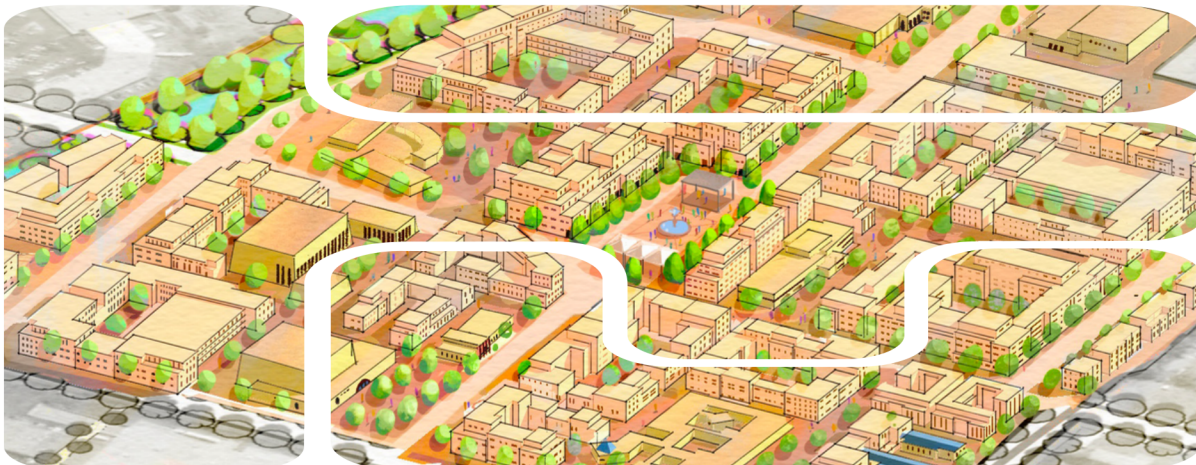
- All of the above: PLUS
- 2 representatives from your organization will be invited to attend all LiveArts Midtown Events
- You are invited to set up a branded booth promoting your business at the event.
- LiveArts Santa Fe Swag: stickers, bags & buttons

\$5000 - Gold

- All of the above: PLUS
- Prominent placement of business name and logo on all promotional materials.
- 5 representatives from your organization will be invited to attend all LiveArts Midtown Events
- Your logo will also appear at the bottom of every page of the LiveArts website.
- Link to your website will be included in all e-newsletters promoting your event.

\$10,000 - Platinum

- All of the above: PLUS
- Your business will be listed directly below the event title on all marketing (i.e.[Event Title]: presented by [Your Business]).
- 10 representatives from your organization will be invited to attend all LiveArts Midtown Events
- We will include links to your website on both the LiveArts homepage and the events page.
- Representatives from your organization will be invited to speak at your sponsored event.
- You're invited to have a booth promoting your business at all LiveArts Midtown Events.
- Link to your website will be included in all LiveArts Midtown Events e-newsletters



Thank You!

Don't see exactly what you're looking for?

Let's talk. We are happy to build a custom sponsorship package for you that highlights your business in the ways you choose. We are so honored to have your support, and we want our community to know how great you are. Get in touch!

Contact Information



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