

# GALA

**"SEASONS OF SITAR"**  
**Thursday, April 25, 2019**

6:30 PM    Silent Auction & Cocktail Reception  
7:30 PM    Dinner, Performances & Award Presentations  
9:00 PM    Challenge Fund Live Auction

**SITAR**  
**ARTS CENTER**

The LINE DC | 1770 Euclid St NW, Washington, DC 20009  
[www.sitarartscenter.org/gala](http://www.sitarartscenter.org/gala)

Sitar Arts Center's Annual Gala raises essential funds for equitable arts education and safe out-of-school time activities for DC's children and teens. More than 80% of Sitar's school-aged students are from families with low income. No family is ever turned away because of an inability to pay.

At Sitar, our talented students take classes in art, music, dance, drama, creative writing, and a host of digital arts and design, taught by a teaching corps of volunteers and partners from our city's finest institutions. Sitar offers transformational possibilities, creative exploration, and community, so that all young people can discover their full potential. By sponsoring Sitar Arts Center's Gala, you are investing in their future.

The 2019 Gala will be held at one of Washington, DC's brightest new establishments and community catalyst - The LINE DC Hotel - and features a bespoke 3-Course menu, only unveiled that night, specially prepared by James Beard Award Winning Chef Spike Gjerde.

## Past Sponsors Include

Atlantic Coast Mortgage

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eGuard

JBG Smith

Northrop Grumman Corporation

TTR Sotheby's

Urban Pace

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# GALA

## 2019 SPONSORSHIP LEVELS

### "SEASONS OF SITAR"

THURSDAY, APRIL 25

6:30 PM - 10:00 PM

THE LINE DC

PRESENTING

GOLD

SILVER

BRONZE

Reserved VIP Dinner Seating

TABLE FOR 10

TABLE FOR 10

TABLE FOR 10

6 GUESTS

Recognition in Gala Program  
and Auction Booklet

COVER PAGE  
LOGO + FULL-  
PAGE PROFILE

PROMINENT  
LOGO

LOGO

LISTING

Recognition in Gala Invitation,  
On-Screen Display, and Website

TOP-TIER  
LOGO

PROMINENT  
LOGO

LOGO

LISTING

Recognition on Table Displays  
and Custom Guest Placecards

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Opportunity to Give Thanks at Podium

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Acknowledgment from Podium

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Opportunity to Create Volunteer Day  
or Private Client Event at Sitar

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Tagged Company Feature  
in Social Media

5 DAYS

2 DAYS

1 DAY

Private Tour, led by Sitar Students

4 GUESTS

4 GUESTS

2 GUESTS

Opening Night Tickets to Sitar's  
Student Summer Musical on August 1

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Listing in Annual Report  
and Online Donor Roster

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Questions? Contact Essence Newhoff  
202.797.2145 or [essence@sitarartscenter.org](mailto:essence@sitarartscenter.org)

\$25,000

\$10,000

\$5,000

\$2,500



## EXPECTED EVENT REACH AND IMPACT

**250**

**EVENT ATTENDEES**

Including VIP Guests,  
Performers, and  
Featured Students

**950**

**STUDENTS SUPPORTED  
BY GALA PROCEEDS**

In Early Childhood, Afterschool,  
and Summer programs  
supported by the annual Gala

**3,460x30**

**SOCIAL MEDIA REACH**

2,000 Facebook Followers



1,900 Twitter Followers



560 Instagram Followers



**2**

**AWARDS BESTOWED  
AT EVENT**

Visionary Award to inspired  
community leader

Peter Fox Award to deserving  
Sitar student musician

**161**

**MEDIA OUTLETS**

Receiving Gala press release  
and email announcements

**800**

**INDIVIDUALS INVITED**

To Gala via beautiful printed  
package and digital invitation

**15%**

**OF SITAR ANNUAL  
OPERATIONS**

Covered by Gala proceeds

**3,600x15**

**DIGITAL REACH**

Via email blasts to Sitar's list of  
3,600 dedicated subscribers

# GALA

“SEASONS OF SITAR”

SITAR ARTS CENTER’S 2019 GALA

THURSDAY, APRIL 25 | THE LINE DC

**Yes! I/We wish to support Sitar Arts Center’s 2019 Gala with a sponsorship gift of:**

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> \$25,000<br>Presenting Sponsor<br>Table for 10<br>Top-Tier Recognition | <input type="checkbox"/> \$10,000<br>Gold Sponsor<br>Table for 10<br>Prominent Recognition | <input type="checkbox"/> \$5,000<br>Silver Sponsor<br>Table for 10 | <input type="checkbox"/> \$2,500<br>Bronze Sponsor<br>VIP Seating for 6 |
|---|--|--|---|
- ☐ We will sponsor but cannot attend on April 25, please donate our tickets back to Sitar Arts Center

**We are unable to sponsor, but still wish to support Sitar’s 2019 Gala and will:**

- ☐ Join the Challenge Fund Team with a gift of \$1,000 or more (VIP Seating for 2)  
Challenge Fund Gifts are used to leverage additional donations during the Live Auction
- ☐ Purchase \_\_\_\_\_ Gala Tickets at \$300 each.
- ☐ Contribute \$\_\_\_\_\_ to support Sitar Arts Center’s mission to offer possibilities that transform the lives of children and teens born into a world of unequal access to opportunity
- ☐ Donate a silent auction item — please send us information

## CONTACT INFORMATION

\_\_\_\_\_  
Name (as you wish to be recognized)

\_\_\_\_\_  
Primary Contact

\_\_\_\_\_  
Email

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City, State, ZIP

\_\_\_\_\_  
Phone

## PAYMENT INFORMATION

- ☐ Check made payable to “Sitar Arts Center” is enclosed.
- ☐ Please invoice me for payment due: \_\_\_\_\_ (All gifts must be paid by June 30, 2019)
- ☐ Please charge my: ☐ Visa ☐ MasterCard ☐ AMEX

\_\_\_\_\_  
Card #

\_\_\_\_\_  
Expires

\_\_\_\_\_  
CVV#

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**You may mail form and payment to Sitar Arts Center, 1700 Kalorama Road NW, Suite 101, Washington, DC 20009**

To make a gift by stock, via installments, or with any other questions, please contact  
Essence Newhoff, Senior Director of Development, at [essence@sitarartscenter.org](mailto:essence@sitarartscenter.org) | 202.797.2145 x101

*Tax deductible amount to be determined after the event*

**THANK YOU FOR YOUR SUPPORT!**





# WHERE POTENTIAL MEETS OPPORTUNITY INVEST WHERE THE FUTURE BEGINS

**1 IN 4 CHILDREN IN DC  
LIVE IN POVERTY**

## CHALLENGES

The **ACHIEVEMENT GAP** begins well **BEFORE** children even begin **KINDERGARTEN**.

**1 IN 5 CHILDREN** spend time alone and **UNSUPERVISED** during the **AFTER SCHOOL** hours—a time when juvenile crime and **HIGH-RISK BEHAVIORS** spike.

In the **SUMMER** months, the **LACK OF AFFORDABLE CHILD CARE** and the **ACHIEVEMENT GAP COLLIDE** for lower income families.

**DC** has had one of the **HIGHEST YOUTH UNEMPLOYMENT RATES** in the nation—leading to a **WORKFORCE DEFICIT** as young people enter the labor force **WITHOUT THE ESSENTIAL SKILLS** needed for success.

## SITAR SOLUTIONS

### SCHOOL-READINESS

Early Childhood programs break the cycle with classes that build pre-literacy and school-readiness skills—improving educational outcomes that are long-lasting.

### OUT-OF-SCHOOL TIME HOURS

Afterschool programs provide a safe and nurturing community filled with positive mentors while bolstering skill development.

### SUMMER LEARNING

Six weeks of full-day summer learning reaches families in the greatest need and combats the “summer slide”—positioning children and youth for success when the new school year begins.

### WORKFORCE READINESS

Workforce Development programs propel both college and career readiness forward. Paid internships, mentoring, career panels and college field trips, resume writing, financial literacy workshops, and leadership training can change the trajectory of a young person's life.



## **IMPACT**

### **CRADLE TO CAREER**

**OUR MISSION** is to offer possibilities that transform the lives of children and teens born into a world of unequal access to opportunity.

We engage children and teens in the highest quality visual, performing and digital arts. We teach the arts so that our students learn about themselves and gain critical life skills. We create community for students and their families. And we are an untiring voice on their behalf.

**80%**  
OF OUR  
STUDENTS  
ARE FROM  
LOW INCOME  
HOUSEHOLDS

**87%**

of afterschool participants demonstrated proficiency in 21st century skills.

**93%**

of our Alumni are in a two or four year college or university.

**over  
400**

teens have completed Sitar's workforce development program.



## DID YOU KNOW?

Seventy-two percent (72%) of **business leaders** say **creativity** is of **high importance** when hiring.

Students who do not read proficiently by third grade are **4x** more likely to **leave high school without a diploma**.

Students with 4 years of arts or music in high school average **100 points better on their SAT scores** than students with one-half year or less. Better scores are found in all 3 portions of the test: math, reading, and writing.

## AWARDS & RECOGNITION LOCAL TO NATIONAL

For its unique and valuable contributions, Sitar Arts Center has been recognized locally and nationally with numerous awards, including:

- The 2015 **Washington Post Award for Excellence in Nonprofit Management**
- The prestigious **National Arts and Humanities Youth Programs Award** from the President's Committee on the Arts and Humanities in 2009; and
- The 2017 **Mayor's Art Award for Excellence in Arts Education**.

Sitar Arts Center is proud to be featured in the Catalogue for Philanthropy as **one of the best charities** in the Greater Washington region.



# CONTACT FOR MORE INFORMATION

By investing in our children and youth, together we can build a stronger community, a stronger workforce and a stronger future for our youth.

For more information about how to invest in our youth, prepare your future workforce and increase your corporate citizen profile, please contact:

Paige Deckelbaum, Development Associate  
[paige@sitarartscenter.org](mailto:paige@sitarartscenter.org)  
202.797.2145

## CHARITABLE PARTNERSHIPS

Booz | Allen | Hamilton



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