2021 BENEFIT GALA

Thursday, October 21, 2021

Silent and Live Auctions
Dinner, Student Performances, and Award Presentations
Remarks from Sitar Arts Center Leaders

The LINE | Washington, DC
www.sitarartscenter.org/gala

Sitar Arts Center’s Annual Benefit Gala raises essential funds for equitable arts education and year-round out-of-school-time activities for DC’s children, teens, and young adults. 80% of Sitar’s students are from households with low income and 85% are Black or Latinx.

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 2021 Benefit Gala, you are investing in their future.

Sitar Arts Center’s 2021 Benefit Gala is sure to inspire and delight. To ensure the comfort of all guests, Sitar lets you choose the Gala experience that best fits your priorities. Join us in-person for an outdoor dinner at The LINE or nearby venue. Or, view and participate from the comfort of your home and direct 100% of your sponsorship gift to support community-driven, arts-based learning and skill development for DC’s children and young adults.

Past Corporate Sponsors Include:

Bernstein Management Company  eGuard Technology
Capital One Bank  JBG Smith
City First Bank  Truist
Comcast NBC Universal  TTR Sotheby’s
CoStar Group  Urban Pace
Eagle Bank  United Bank
EXPECTED EVENT REACH AND IMPACT

2,200
EVENT VIEWERS
VIP Guests and Community Leaders will view and participate online.

900
STUDENTS SUPPORTED
BY GALA PROCEEDS
In Early Childhood, Afterschool, Summer, and Workforce Development programs.

5,537x30
SOCIAL MEDIA REACH

2,395 Facebook Followers
1,744 Twitter Followers

200
EVENT GUESTS
VIP Guests and Community Leaders will attend in-person.

140
MEDIA OUTLETS
Receive Gala press release and email announcements

1,120 Instagram Followers
278 LinkedIn Followers

1,000
INDIVIDUALS INVITED
To Gala via beautifully printed invitations

12%
OF SITAR ANNUAL OPERATIONS
Covered by Gala proceeds

4,000x15
DIGITAL REACH
Via email blasts to Sitar’s list of engaged subscribers
# SITAR ARTS CENTER
## 2021 BENEFIT GALA
**THURSDAY, OCTOBER 21, 2021**
**THE LINE | Washington, DC**

## SPONSOR LEVELS & BENEFITS

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**SPONSOR ARTS CLASSES FOR 5 STUDENTS**

**SUPPORT 2 WEEKS OF SUMMER LEARNING**

**SPONSOR YEAR-ROUND WORKFORCE TRAINING**

**COVER COSTS OF 2 EARLY CHILDHOOD TEACHING ARTISTS**

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**Questions? Contact Paige Girson**
202.797.2145 or paige@sitarartscenter.org

**Recognition in Gala Invitation**
August 31, 2021 deadline for recognition in the printed invitation

**VIP Dinner Seating**
September 27, 2021 deadline

**Recognition During the Event**

**Early Bidding for Online Silent Auction**

**Opportunity to Create Volunteer Day or Private Client Event at Sitar Arts Center**

**Tagged Company Feature, Testimonial, or Profile in Social Media and Website**

**Private Tour Led by Sitar Students (Virtual or In-Person)**

**Invitations to Sitar-hosted Events throughout the Year**

**Listing in Annual Report and Online Donor Roster**

**Create Change**

**Presenting**

**$20,000**

**Gold**

**$10,000**

**Silver**

**$5,000**

**Bronze**

**$2,500**
Yes! I/We will support Sitar Arts Center's 2021 Benefit Gala with a sponsorship gift of:

- $20,000 Presenting Sponsor (VIP Table for 10, Premier Recognition)
- $10,000 Gold Sponsor (Table for 10, Special Recognition)
- $5,000 Silver Sponsor (Table for 10)
- $2,500 Bronze Sponsor (4 VIP Seats)
- $1,000 Challenge Fund (2 VIP Seats)

Choose Your Gala Experience:

- Attend In-Person on October 21st: Full Gala Experience for You and Your Guests: outdoor seated dinner and a robust selection of year-round benefits.
- Donate My Seats Back to Sitar: Participate Virtually: 100% of your gift will support community-driven, equitable, arts learning and skill development for DC youth.

We are unable to sponsor, but still wish to support Sitar’s 2021 Benefit Gala and will:

- Become a Gala Patron at $300 (per ticket)
- Virtually participate in the Gala and Auction at $100 (suggested per person donation for viewing)
- Contribute $___________ to support Sitar Arts Center’s mission to offer possibilities that transform the lives of children, teens, and young adults born into a world of unequal access to opportunity.

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, 2022)
- Please charge my: □ Visa  □ MasterCard  □ AMEX

 Card # ____________________________  Expires ______________  CVV# ____________
Signature ___________________________  Date ___________________________

You may mail this form with your 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 Paige Girson at paige@sitarartscenter.org | 202.797.2145

Tax deductible amount to be determined after the event.

THANK YOU FOR YOUR SUPPORT!
WHERE POTENTIAL MEETS OPPORTUNITY
INVEST WHERE THE FUTURE BEGINS

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.

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.

1 IN 4 CHILDREN IN DC LIVE IN POVERTY
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.

82% of afterschool participants demonstrated proficiency in 21st century skills.

88% of our Alumni are in a two or four year college or university.

over 400 teens have completed Sitar’s workforce development program.

80% of our students are from low-income households.
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.

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 2017 Mayor’s Art Award for Excellence in Arts Education.

• 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

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

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.
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, Annual Giving Manager
paige@sitarartscenter.org
202.797.2145