



CREATE CHANGE BENEFIT GALA & AUCTION

Thursday, October 20, 2022, 6:30 PM
Planet Word | 925 13th St NW

Silent and Live Auctions ▪ Seated Dinner
Student Performances ▪ Leadership Remarks
Special Presentation of the 10th Peter Fox Award

Sitar Arts Center's Annual Benefit Gala & Auction raises essential funds for equitable arts education and year-round out-of-school-time programs for DC's children, teens, and young adults. 80% of Sitar's students are from households with low-income and 84% are Black or Latinx.

At Sitar, our talented students take classes in art, music, dance, drama, creative writing, and digital media, 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 2022 Create Change Gala, you are investing in their future.

Join us in-person on October 20th for inspiring performances, seated dinner, and online silent auction at the innovative Planet Word. Your sponsorship gift supports community-driven, equitable, arts-based learning and skill development for DC's children and young adults.

Learn more at www.sitarartscenter.org/gala

Charles DeSantis & David McDermott, Co-Chairs

Be Dismond Sweet, Gala Producer

Past Corporate Sponsors Include:

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Pepco, an Exelon Company

City First Bank

Truist

CohnReznick Foundation

TTR Sotheby's Urban Pace

Comcast NBCUniversal

United Bank





EXPECTED EVENT REACH AND IMPACT

60

LOCAL BUSINESSES

Supporting DC families through sponsorships and silent auction contributions

900

STUDENTS SUPPORTED BY GALA PROCEEDS

In Early Childhood, Afterschool, Summer, and Workforce Development programs each year

6,082x30

SOCIAL MEDIA REACH



2,400
Facebook
Followers



1,788
Twitter
Followers

280

EVENT GUESTS

VIP Guests and Community Leaders will attend in-person

155

MEDIA OUTLETS

Receive Gala press release and email announcements



1,312
Instagram
Followers



582
LinkedIn
Followers

1,000

INDIVIDUALS INVITED

To Gala via beautifully printed invitations

13%

OF SITAR'S ANNUAL OPERATIONS

Covered by Gala proceeds

4,000x15

DIGITAL REACH

Via email blasts to Sitar's list of engaged subscribers

**SITAR ARTS CENTER
CREATE CHANGE
BENEFIT GALA & AUCTION**
THURSDAY, OCTOBER 20, 2022
AT PLANET WORD

SPONSOR LEVELS & BENEFITS

Recognition in Gala Invitations & Website
Printed invitation deadline is August 29.

Profile in Gala Program
Printed program deadline is September 27.

VIP Dinner Seating

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

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

| | PRESENTING | GOLD | SILVER | BRONZE |
|--|---------------------------------------|------------------------------------|-------------------------------------|---|
| Recognition in Gala Invitations & Website Printed invitation deadline is August 29. | TOP TIER LOGO | PROMINENT LOGO | LOGO | LISTING |
| Profile in Gala Program Printed program deadline is September 27. | 1/2-PAGE PROFILE | PROMINENT LOGO | LOGO | LISTING |
| VIP Dinner Seating | TABLE FOR 10 | TABLE FOR 10 | TABLE FOR 10 | 4 GUESTS |
| Recognition During the Event | SPOKEN & SINGLE SLIDE | SPOKEN & SINGLE SLIDE | 1/4 SLIDE | 1/8 SLIDE |
| 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 | 3 POSTS | 2 POSTS | 1 POST | |
| Private Tour Led by Sitar Students (Virtual or In-Person) | 4 GUESTS | 4 GUESTS | 2 GUESTS | |
| Invitations to Sitar-hosted Events throughout the Year | ● | ● | ● | ● |
| Listing in Annual Report and Online Donor Roster | ● | ● | ● | ● |
| Create Change | SPONSOR YEAR-ROUND WORKFORCE TRAINING | SUPPORT 2 WEEKS OF SUMMER LEARNING | SPONSOR ARTS CLASSES FOR 5 STUDENTS | COVER COSTS OF 2 EARLY CHILDHOOD TEACHING ARTISTS |
| | \$25,000 | \$10,000 | \$5,000 | \$2,500 |

SITAR ARTS CENTER'S 2022 BENEFIT GALA **THURSDAY, OCTOBER 20, 2022**

The Challenge Fund is made up of an important team of Sitar Arts Center supporters who pool together their gifts of \$1,000 or more to create a matching fund - multiplying the impact of their gifts the night of the event.

During the Live Auction portion of Sitar's 2022 Benefit Gala, the Challenge Fund will be used to leverage and inspire additional donations.

Challenge Fund Donor Benefits (\$1,000+)

\$1,000 sponsors one semester of unlimited arts classes for one student at Sitar.

- Registration for Two to Sitar's 2022 Benefit Gala on October 20th, including reserved dinner seating and complimentary valet parking
- Early Bidding for Online Silent Auction
- Recognition as Challenge Fund Donor in:
 - Gala Invitation and Evites
 - Gala Program
 - Gala Website
 - Digital Display During Challenge Fund Live
- Recognition in Sitar's 2022 Annual Report and Online Donor Roster
- Invitations to Sitar Events Throughout the Year

To donate to the Challenge Fund, visit www.sitarartscenter.org/Gala or contact Paige Girson at Paige@sitarartscenter.org or 202.797.2145 ext. 113

2022

SITAR ARTS CENTER BENEFIT GALA THURSDAY, OCTOBER 20 PLANET WORD

Yes! I/We will support Sitar Arts Center's 2022 Benefit Gala with a sponsorship gift of:

- | | | | | |
|--|--|--|---|---|
| <input type="checkbox"/> \$20,000 Presenting Sponsor VIP Table for 10 Premier Recognition | <input type="checkbox"/> \$10,000 Gold Sponsor Table for 10 Special Recognition | <input type="checkbox"/> \$5,000 Silver Sponsor Table for 10 | <input type="checkbox"/> \$2,500 Bronze Sponsor 4 VIP Seats | <input type="checkbox"/> \$1,000 Challenge Fund 2 VIP Seats |
|--|--|--|---|---|

Choose Your Gala Experience:

- | | |
|--|---|
| <input type="checkbox"/> Attend In-Person on October 20 Full Gala Experience for You and Your Guests: live performances, seated dinner, and a robust selection of year-round benefits. | <input type="checkbox"/> Donate My Seats Back to Sitar 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 2022 Benefit Gala and will:

- 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, 2023)
 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 ext 113

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

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.



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 2017 **Mayor's Art Award for Excellence in Arts Education**.
- The 2015 **Washington Post Award for Excellence in Nonprofit Management**.
- The 2009 **National Arts and Humanities Youth Programs Award** from the President's Committee on the Arts and Humanities.
- Sitar Arts Center is proud to be featured in the Catalogue for Philanthropy as **one of the best charities** in Greater Washington.



A program of the
Center for Nonprofit Advancement

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 Girson, Annual Giving Manager
paige@sitarartscenter.org
202.797.2145

CHARITABLE PARTNERSHIPS

TTR

Sotheby's
INTERNATIONAL REALTY

Booz | Allen | Hamilton



JBG SMITH

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PEOPLE FIRST.

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