



# IF YOU BELIEVE BENEFIT GALA & AUCTION

October 12, 2023

6:30 PM

The Mayflower Hotel  
Washington, DC

Jaya Saxena and  
Viyas Sundaram  
Co-Chairs

[www.sitarartscenter.org/gala](http://www.sitarartscenter.org/gala)



**Sitar Arts Center's Annual Benefit Gala & Auction raises essential funds for equitable arts education and workforce development for DC's children, teens, and young adults.** 80% of Sitar's students come from households with low income and 84% of students are Black, Hispanic, Latinx, or Multi-racial.

Sitar Arts Center engages students, from early childhood to young adulthood, in affordable, high-quality afterschool and summer learning in the visual, digital, and performing arts. Classes are taught by a teaching corps of volunteers and partners from our city's finest institutions. All students at Sitar are supported on their path to discovering their creativity and achieving their full potential. **By sponsoring Sitar Arts Center's 2023 Gala, you are investing in their present and future.**

**Join us on October 12, 2023 for inspiring performances, a seated dinner, and an online silent auction at The Mayflower Hotel.** Your sponsorship gift supports community-driven, equitable, arts-based learning and skill development for DC's youth and young adults.

Recent Corporate Sponsors Include:

Atlantic Coast Mortgage	JBG Smith
CIBC Private Wealth	Standard Title Group
Comcast NBCUniversal	Truist
The Fountain Inn	TTR Sotheby's







# EXPECTED EVENT REACH AND IMPACT

**75**

**LOCAL BUSINESSES**

Supporting DC families  
through sponsorships  
and silent auction  
donations

**300**

**EVENT GUESTS**

VIP Guests and  
Community Leaders

**400**

**MEDIA OUTLETS**

Receive Gala press  
release and email  
announcements

**900**

**STUDENTS SUPPORTED BY  
GALA PROCEEDS**

In Early Childhood,  
Afterschool, Summer,  
and Workforce  
Development programs  
year-round

**1,250**

**INDIVIDUALS INVITED**

To attend the Gala  
via beautifully printed  
invitations

**10%**

**OF SITAR'S ANNUAL  
OPERATIONS**

Covered by Gala  
proceeds

**6,378 x 30**

**DIGITAL REACH**

Via email blasts to Sitar's lists of  
engaged subscribers



2,400  
Facebook  
Followers



1,756  
Twitter  
Followers



1,511  
Instagram  
Followers



711  
LinkedIn  
Followers

# SITAR ARTS CENTER IF YOU BELIEVE

## BENEFIT GALA & AUCTION

THURSDAY, OCTOBER 12, 2023, 6:30PM  
THE MAYFLOWER HOTEL

## SPONSORSHIP LEVELS & BENEFITS

Recognition in Gala Invitations & Website  
*Printed invitation deadline is August 25.*

Profile in Gala Program  
*Printed gala program deadline is October 2.*

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 Sitar's Social Media

Private Tour Led by Sitar Students

Listing in Annual Report and  
Online Donor Roster

Impact at Sitar Arts Center

PRESENTING	GOLD	SILVER	BRONZE	COMMUNITY
TOP TIER LOGO	PROMINENT LOGO	LOGO	LISTING	LISTING
1/2 PAGE PROFILE	PROMINENT LOGO	LOGO	LISTING	LISTING
2 TABLES FOR 10	TABLE FOR 10	TABLE FOR 10	4 GUESTS	2 GUESTS
SPOKEN & SINGLE SLIDE	SPOKEN & SINGLE SLIDE	1/4 SLIDE	1/8 SLIDE	SHARED SLIDE
✓	✓	✓	✓	✓
✓	✓			
3 POSTS	2 POSTS	2 POSTS	1 POST	1 POST
4 GUESTS	4 GUESTS	2 GUESTS		
✓	✓	✓	✓	✓
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	COVERS 6 WEEKS OF CAMP SITAR FOR 1 STUDENT
\$25,000	\$10,000	\$6,000	\$2,500	\$1,200