



SITAR
ARTS CENTER

THE NEXT STAGE GALA

October 9, 2024
6:30 PM
The Mayflower Hotel
Washington, DC

Jaya Saxena and
Viyas Sundaram
Gala Chairs

www.sitarartscenter.org/gala

Cocktail Reception
Seated Dinner
Inspiring Student Performances
Silent Auction



Sitar Arts Center’s Annual Benefit Gala raises essential funds for equitable arts education and workforce development for DC’s children, teens, and young adults. 80% of Sitar’s students are from households with low income and 81% of students are Black, Hispanic, Latine, 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 2024 Gala, you are investing in their present and future.**

Join us on October 9 for inspiring performances, a seated dinner, and an online silent auction in the stunning Grand Ballroom 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:





EXPECTED EVENT REACH AND IMPACT

75
LOCAL BUSINESSES

Supporting DC families through sponsorships and auction donations

300
EVENT GUESTS

VIP Guests and Community Leaders

66
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

1,000
INDIVIDUALS INVITED

To attend the Gala via beautifully printed invitations

10%
OF SITAR'S ANNUAL OPERATIONS

Covered by Gala proceeds

6,632 x 30
DIGITAL REACH

Via email blasts to Sitar's lists of engaged subscribers

	
2,400 Facebook Followers	1,745 Followers on X
	
1,693 Instagram Followers	794 LinkedIn Followers

THE NEXT STAGE SITAR ARTS CENTER BENEFIT GALA

WEDNESDAY, OCTOBER 9, 2024
6:30PM THE MAYFLOWER HOTEL

SPONSORSHIP LEVELS & BENEFITS

	PRESENTING	GOLD	SILVER	BRONZE	COMMUNITY
Recognition in Gala Invitations & Website	TOP TIER LOGO	PROMINENT LOGO	LOGO	LISTING	LISTING
Profile in Gala Program	1/2 PAGE PROFILE	PROMINENT LOGO	LOGO	LISTING	LISTING
VIP Dinner Seating	2 TABLES FOR 10	TABLE FOR 10	TABLE FOR 10	4 GUESTS	2 GUESTS
Recognition During the Event	SPOKEN & SINGLE SLIDE	SPOKEN & SINGLE SLIDE	1/4 SLIDE	1/8 SLIDE	SHARED 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 Sitar's Social Media	3 POSTS	2 POSTS	2 POSTS	1 POST	1 POST
Private Tour Led by Sitar Students	4 GUESTS	4 GUESTS	2 GUESTS		
Listing in Annual Report and Online Donor Roster	✓	✓	✓	✓	✓
Impact at Sitar Arts Center	SUPPORT YEAR-ROUND CAREER 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



SITAR
ARTS CENTER



2023 IMPACT REPORT

OUR MISSION IN ACTION



OUR MISSION

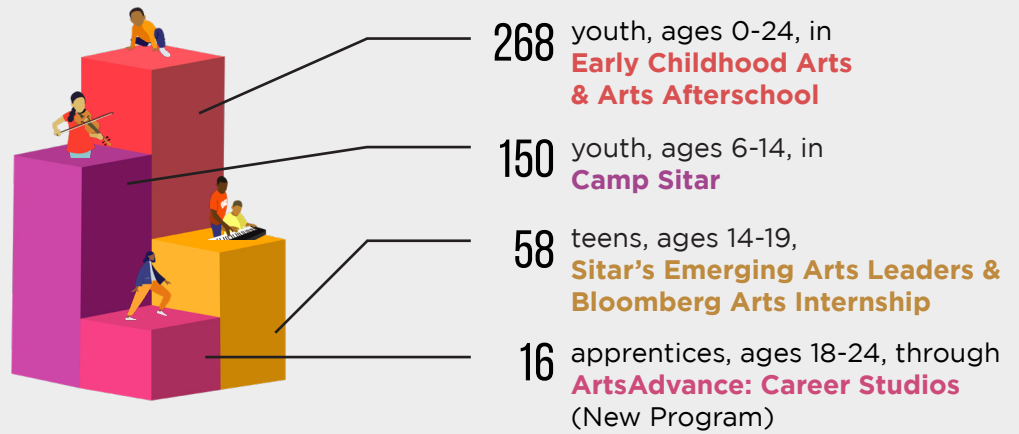
Sitar Arts Center **engages DC youth**, from early childhood to young adulthood, in building a **creative community** of learning and belonging that **removes financial and cultural barriers** to **arts education** and **career training**.

By 2027, we aim to grow our impact toward our mission through:

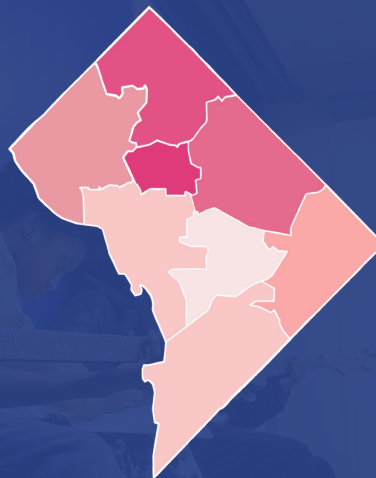
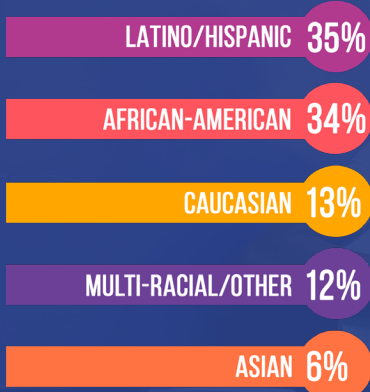
- **More children and youth, more arts, more impact!** We are expanding enrollment in our youth arts programs, adding exciting artistic opportunities, and filling gaps in affordable out-of-school time programs for all in Washington, DC.
- **Launching ArtsAdvance: Career Studios!** We are piloting our new earn-while-you-learn career training program that equips young adults with technical and durable workplace skills needed to enter creative industries.
- **Opening doors for DC's arts community!** We are creating new accessible studios and venues for artists and arts organizations.

ENGAGING DC YOUTH

In 2023, Sitar provided quality arts education to:

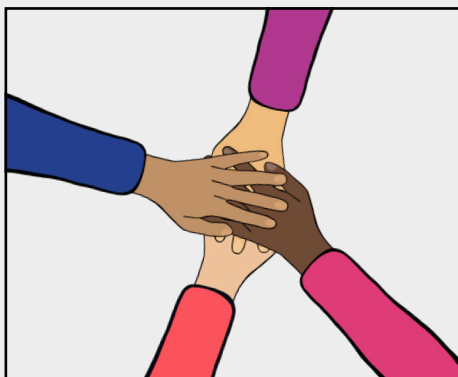


80% of youth are from households at 60% or less of the area median income



Ward 1 | 38%
 Ward 2 | 6%
 Ward 3 | 7%
 Ward 4 | 22%
 Ward 5 | 12%
 Ward 6 | 2%
 Ward 7 | 8%
 Ward 8 | 5%

CREATIVE COMMUNITY OF LEARNING AND BELONGING



727 Donors	84 Arts Educators
40 Partner Organizations	589 Facility Rental Guests
31 Exhibiting Artists in Gallery Series	

REMOVING FINANCIAL BARRIERS

270
Families

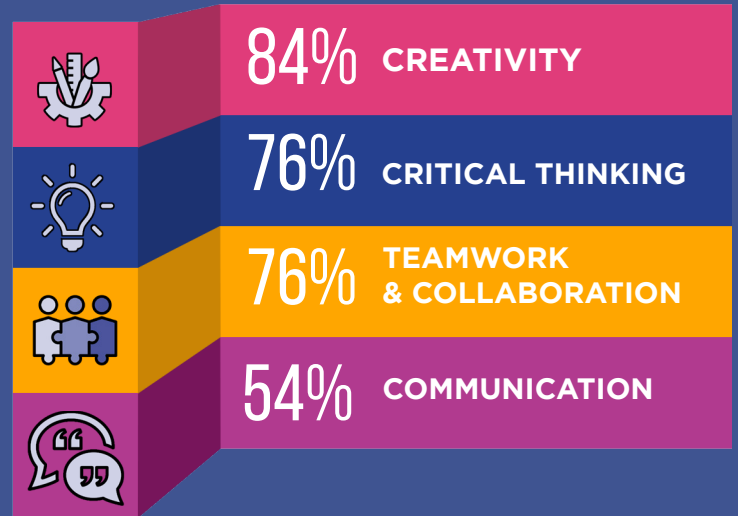


unlocked access to affordable youth arts programs in 2023 through our income-based, sliding fee tuition model.



ARTS EDUCATION AND CAREER TRAINING PROGRAMS

More than half of elementary and middle school youth showing **improvement in 21st century learning skills** from beginning to end of Camp Sitar.



Increased earning potential and job readiness for older youth through our workforce development programs.

