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

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** | Supporting DC families through sponsorships and auction donations |
| **300** | VIP Guests and Community Leaders |
| **66** | Receive Gala press release and email announcements |
| **900** | In Early Childhood, Afterschool, Summer, and Workforce Development programs year-round |
| **1,000** | To attend the Gala via beautifully printed invitations |
| **10%** | 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

<table>
<thead>
<tr>
<th>Recognition in Gala Invitations &amp; Website</th>
<th>TOP TIER LOGO</th>
<th>PROMINENT LOGO</th>
<th>LOGO</th>
<th>LISTING</th>
<th>LISTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile in Gala Program</td>
<td>1/2 PAGE PROFILE</td>
<td>PROMINENT LOGO</td>
<td>LOGO</td>
<td>LISTING</td>
<td>LISTING</td>
</tr>
<tr>
<td>VIP Dinner Seating</td>
<td>2 TABLES FOR 10</td>
<td>TABLE FOR 10</td>
<td>TABLE FOR 10</td>
<td>4 GUESTS</td>
<td>2 GUESTS</td>
</tr>
<tr>
<td>Recognition During the Event</td>
<td>SPOKEN &amp; SINGLE SLIDE</td>
<td>SPOKEN &amp; SINGLE SLIDE</td>
<td>1/4 SLIDE</td>
<td>1/8 SLIDE</td>
<td>SHARED SLIDE</td>
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<tr>
<td>Early Bidding for Online Silent Auction</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Opportunity to Create Volunteer Day or Private Client Event at Sitar Arts Center</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Tagged Company Feature, Testimonial, or Profile in Sitar’s Social Media</td>
<td>3 POSTS</td>
<td>2 POSTS</td>
<td>2 POSTS</td>
<td>1 POST</td>
<td>1 POST</td>
</tr>
<tr>
<td>Private Tour Led by Sitar Students</td>
<td>4 GUESTS</td>
<td>4 GUESTS</td>
<td>2 GUESTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listing in Annual Report and Online Donor Roster</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Impact at Sitar Arts Center</td>
<td>SUPPORT YEAR-ROUND CAREER TRAINING</td>
<td>SUPPORT 2 WEEKS OF SUMMER LEARNING</td>
<td>SPONSOR ARTS CLASSES FOR 5 STUDENTS</td>
<td>COVER COSTS OF 2 EARLY CHILDHOOD TEACHING ARTISTS</td>
<td>COVERS 6 WEEKS OF CAMP SITAR FOR 1 STUDENT</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PRESENTING</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>$10,000</td>
<td>$6,000</td>
<td>$2,500</td>
<td>$1,200</td>
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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.
In 2023, Sitar provided quality arts education to:

- 268 youth, ages 0-24, in Early Childhood Arts & Arts Afterschool
- 150 youth, ages 6-14, in Camp Sitar
- 58 teens, ages 14-19, Sitar’s Emerging Arts Leaders & Bloomberg Arts Internship
- 16 apprentices, ages 18-24, through ArtsAdvance: Career Studios (New Program)

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

Caucasian: 13%
Latinx/Hispanic: 35%
Asian: 6%
African-American: 34%
Multi-Racial/Other: 12%

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
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.

84% CREATIVITY
76% CRITICAL THINKING
76% TEAMWORK & COLLABORATION
54% COMMUNICATION

$212K earned by teens and young adults through workforce programs
87% of Sitar’s Emerging Arts Leaders rated their workforce skills as good or very good by end of summer
15% increase in job preparation by end of Bloomberg Arts Internship program