

**Mill Street Loft and Spark Media Project**, two of the Hudson Valley's leading arts and educational organizations, are merging in 2017. With combined missions of fostering self-expression and personal development through the arts, the merging of these two organizations is a perfect fit. We will now have the capacity to bring the arts to a wider audience with a greater variety of programming throughout Dutchess County, the Hudson Valley region and beyond.



**We...**

serve more than **11,000** children, adults, seniors and families

give **\$45,000** in tuition assistance to local youth to attend our Art Institute, Dutchess Arts Camp and art programs

provide portfolio courses helping students earn over **\$40 million** in merit-based college scholarships

present Arts for Healing workshops to more than **500** children and adults in collaboration with local agencies

offer mentoring, literacy skills and job training through arts education to **hundreds** of low-income youth

Mill Street Loft and Spark Media Project have classroom, gallery and studio spaces in Poughkeepsie, with additional camp and program spaces in Beacon, Millbrook, Poughkeepsie, Red Hook, Hudson, Kingston and Woodstock. We are ideally located to expose your business to large and diverse audiences.

empower students to create **dozens** of public art works, at venues including schools, hospitals, agencies and parks

release over **50** youth produced films and radio broadcasts across our programs each year

reach over **500** school aged youth in Poughkeepsie through 21st Century Afterschool Programs.

## ART A LA CARTE SPONSORSHIPS

All Art A La Carte sponsorships receive a listing on Mill Street Loft and Spark Media Project's websites, social media sites, and bi-monthly email blasts.

### Carole J. Wolf DAC Scholarship Fund – \$500

This fund, created in honor of Mill Street Loft's Founding Director, helps children from low-income families attend Dutchess Arts Camps through scholarships.

### Valerie J. MacKay Digital Design Studio – \$1,000

Sponsors' name and logo appear on a plaque prominently placed in digital studio. Hundreds of students and their families will access the Digital Design Studio each year for classes, workshops and events.

### Exposure Photography Competition – \$500

Marketing reaches thousands of local, regional and national schools, students and teachers.

- Listing on invitation and event program
- Name on all event marketing materials
- Award given to one participant in your name

### Reel Expressions Intl Youth Film Festival – \$500

This annual festival features youth-produced films - narratives, animation, experimental and documentary - from producers both local and from around the world! Marketing reaches thousands of community members through our websites, social media sites and bi-monthly email blasts.

- VIP admission for five
- Full color 1/8 Page ad in event program

### Fall Friendraiser, September – \$500

- Admission for two
- Listing on invitation and event program
- Name on all event marketing materials
- Listing on event signage

Custom packages are available.

Contact us for more information:

45 Pershing Ave., Poughkeepsie, NY 12601  
[millstreetloft.org](http://millstreetloft.org)  
[sparkmediaproject.org](http://sparkmediaproject.org)  
845.471.7477



**MSLARTS**  
MILL STREET LOFT

**+ spark**  
MEDIA PROJECT

## 2017 Sponsorship Opportunities

Change lives through the arts



**Art heals. Art empowers.  
Art creates jobs.  
Art strengthens communities.  
Art breaks barriers.  
ART CHANGES LIVES.**





**Mill Street Loft and Spark Media Project's** program of year-round sponsorships directly benefits thousands of children, adults, and seniors. Your sponsorship dollars fund numerous programs including Arts for Healing, Power Up Youth Outreach, Forge Media, Drop Studios, and the Reel Expressions International Film Festival. Your support also provides tuition assistance for children to attend Dutchess Arts Camp and our Summer Art Intensives, and our wide variety of art and media programs throughout the school year.

Please call **845.471.7477** or email [Nina@millstreetloft.org](mailto:Nina@millstreetloft.org) for more information and to partner with us in 2017.



## 2017 YEAR-ROUND SPONSORSHIP LEVELS

	<b>Diamond \$10,000</b>	<b>Platinum \$7,500</b>	<b>Gold \$5,000</b>	<b>Silver \$2,500</b>	<b>Bronze \$1,500</b>	<b>Copper \$1,000</b>
<b>Friend of the Arts Award, May</b>						
• VIP admission	12 Tickets	10 Tickets	8 Tickets	4 Tickets	2 Tickets	1 Ticket
• Full color electronic journal ad	Full Screen Feature	Full Screen Feature	Full Screen	Half Screen	Half Screen	Quarter Screen
• Distribution of Sponsor's promotional materials	✓	✓				
• MSL student framed art for business display	✓	✓	✓	✓		
• Sponsor recognition from the podium	✓	✓	✓	✓	✓	✓
• Sponsorship on invitation and event program	✓	✓	✓	✓	✓	✓
<b>Fall Friendraiser, Sept.</b>						
• VIP admission	12 Tickets	10 Tickets	8 Tickets	4 Tickets	2 Tickets	1 Ticket
• Sponsorship recognition on signage	✓	✓	✓	✓	✓	✓
• Sponsorship listed on invitation and event program	✓	✓	✓	✓	✓	✓
<b>Reel Expressions Int'l Youth Film Festival, Nov.</b>						
• VIP Admission	20 tickets	20 tickets	20 tickets	15 tickets	10 tickets	5 tickets
• Full color ad in event program	Full Page	Full Page	Full Page	Half Page	Quarter Page	Quarter Page
• Logo on big screen at event	✓	✓	✓	✓	✓	
• 30-second video commercial produced through Forge Media Production House*	✓	✓				
<i>*commercials completed by 10/1/17 will air at the festival.</i>						
• Announced on local iHeartRadio stations	✓	✓	✓	✓		
<b>Dutchess Arts Camp, July/Aug.</b>						
• Corporate banner on display at four camp locations (Poughkeepsie, Red Hook, Millbrook and Beacon)	✓					
• Logo on Dutchess Arts Camp T-shirts	✓	✓	✓			
<b>Year-Round Marketing</b>						
• Logo in header of Mill Street Loft's website	✓	✓				
• Recognition on social media	✓	✓	✓	✓	✓	✓
• Logo or listing with link on MSL & SMP websites	Logo with link	Logo with link	Logo with link	Listing	Listing	Listing
• Logo or listing on MSL & SMP email blasts	Logo	Logo	Logo	Listing	Listing	Listing
• Logo or listing and sponsorship level on all event marketing materials and press releases	Logo	Logo	Logo	Listing	Listing	Listing