



The Upstate Artists Guild and 1st Friday
247 Lark Street Albany NY 12210
www.upstateartistsguild.org
Rebecca.Schoonmaker@uagmembers.org
518.857.1693

January 1, 2015

Dear Supporter of the Arts:

For the past eight years the Upstate Artists Guild has been dedicated to providing both a gallery space for local artists and a community resource for arts-related instruction and idea sharing.

In this time we have been home to the work of more than **525 artists**; have seen our membership grow to include more than 100 community-focused and amazingly artistic minds; and have initiated and administered 1st Friday – a monthly arts event **pulling in more than 200,000 patrons** in eight years.

We continue to do outreach through city events including 1st Friday, Art on Lark and Winter WonderLARK; hosting monthly poetry, film, and music events in conjunction with Albany Poets and the Albany Sonic Arts Collective; and have worked with local community groups such as the College of Saint Rose Student Art League, Colonie Art League, the Albany and New York Bicycle Coalitions, the Mohawk and Hudson River Humane Society, Grand Street Community Arts, and the ARC and others to provide exciting events and support.

None of this would be possible without the support of our members, our artists, and our community. The Upstate Artists Guild is a not-for-profit community arts organization fueled entirely by donated time and money – a collaboration of hard-working volunteers. **We have become known as a center for arts in Albany and a unifying force among the wealth of Upstate New York's arts.**

We now reach out to the community for support to keep us here on Lark Street and ensure continued growth and support for your local arts. Please help by becoming a Sponsor for **our Fourth Annual Black & White Gala**, fundraising event. The event is scheduled for February 28th, 2015, at Normanside Country Club in Delmar, NY.

Please feel free to contact me anytime to discuss tailoring a sponsorship package that suits you best. As always, thank you for your continued support and interest in the arts!

Warmest Regards,

Rebecca Schoonmaker
Upstate Artists Guild, Gallery Manager
518.857.1693
Rebecca.Schoonmaker@uagmembers.org



4th Annual Black & White Gala 2/28/15

The UAG at Normanside Country Club, Delmar NY

SPONSORSHIP OPTIONS

\$1,200 Gold Sponsorship

Recognition as a Gold Sponsor of our Gala includes YOUR COMPANY'S name and logo prominently included in all promotional materials and advertisements including:

- **Event Ad** in *The Metroland* and other local and regional paper and online publications.
- **Listing on Upstate Artists Guild & 1st Friday Website** - www.upstateartistsguild.org www.1stfriday.org
- **Listing on UAG Facebook & 1st Friday Website**- facebook.com/upstateartistsguild facebook.com/1stFridayAlbany
- **Listing on UAG Twitter**- <http://twitter.com/UpstateArtGuild>
- **2,000 event postcards** - Distributed to participating artists, entertainers, community members, local companies, organizations and retail locations.
- **100 event posters** - Distributed to local companies, organizations sponsors and retail locations.
- **200 event programs** - Distributed to participating artists, entertainers, community members, local companies, organizations and retail locations.
- **Large posters** on display at the Gala and in the UAG Gallery window after the Gala

Gold Sponsors also receive Champagne Preview Tickets to the Gala and a reserved table for eight (8) guests. *Sponsors must remit payment by 2/8/15 to be included in the Metroland and other print Ads.**

\$600 Silver Sponsorship:

Recognition as a Silver Sponsor of our Gala includes YOUR COMPANY'S name and logo prominently included in all promotional materials and advertisements including:

- **Event Ad** in *The Metroland* and other local and regional paper and online publications.
- **Listing on Upstate Artists Guild & 1st Friday Website** - www.upstateartistsguild.org www.1stfriday.org
- **Listing on UAG Facebook & 1st Friday Website**- facebook.com/upstateartistsguild facebook.com/1stFridayAlbany
- **Listing on UAG Twitter**- <http://twitter.com/UpstateArtGuild>
- **2,000 event postcards** - Distributed to participating artists, entertainers, community members, local companies, organizations and retail locations.
- **100 event posters** - Distributed to local companies, organizations sponsors and retail locations.
- **200 event programs** - Distributed to participating artists, entertainers, community members, local companies, organizations and retail locations.
- **Large posters** on display at the Gala and in the UAG Gallery window after the Gala

Silver Sponsors also receive four (4) Champagne Preview Tickets to the Gala and a shared reserved table for four (4) guests. *Sponsors must remit payment by 2/8/15 to be included in the Metroland and other print Ads.**

\$300 Supporting Sponsorship:

Recognition as a Supporting Sponsor of our Gala includes YOUR COMPANY'S name included in promotional materials including:

- **Listing on Upstate Artists Guild & 1st Friday Website** - www.upstateartistsguild.org www.1stfriday.org
- **Listing on UAG Facebook & 1st Friday Website**- facebook.com/upstateartistsguild facebook.com/1stFridayAlbany
- **Listing on UAG Twitter**- <http://twitter.com/UpstateArtGuild>
- **2,000 event postcards** - Distributed to participating artists, entertainers, community members, local companies, organizations and retail locations.
- **100 event posters** - Distributed to local companies, organizations sponsors and retail locations.
- **200 event programs** - Distributed to participating artists, entertainers, community members, local companies, organizations and retail locations.
- **Large posters** on display at the Gala and in the UAG Gallery window after the Gala

Supporting Sponsors also receive two (2) Champagne Preview Tickets to the Gala.