

# WHEATONARTS

AND CULTURAL CENTER

---

## CORPORATE SUPPORT OPPORTUNITIES

*For more information, contact:*

Susan Gogan, Executive Director  
Katherine Landberg, Development Associate  
Wheaton Arts and Cultural Center  
1501 Glasstown Road  
Millville, NJ 08332  
856-825-6800  
Wheatonarts.org  
[sgogan@wheatonarts.org](mailto:sgogan@wheatonarts.org)  
[klandberg@wheatonarts.org](mailto:klandberg@wheatonarts.org)

The mission of Wheaton Arts and Cultural Center is to engage artists and audiences of all ages in an evolving exploration of creativity

# WHEATONARTS

## CORPORATE SUPPORT OPPORTUNITIES

### CONTENTS:



WheatonArts: Organizational History and Mission

Sponsor Recognition

Marketing Facts

Current Sponsorship Opportunities

- 1 Festival of Fine Craft .....p.6
- 2 Eco Fair .....p. 10
- 3 Golf Classic.....p.12
- 4 GlassWeekend.....p. 16
- 5 Other Events.....p. 17



Program Underwriting.....p.18

Museum of American  
Glass Exhibitions

Cultural Programs

Educational Programs

- 6 Field Trips.....p.19

Other Opportunities.....p. 20

Fellowships

Matching Gifts

In-Kind Donations



# WHEATONARTS

## ORGANIZATION HISTORY AND MISSION



For four decades, Wheaton Arts and Cultural Center has been a vital community, national and international cultural resource in southern New Jersey. Within its beautiful setting, WheatonArts remains the region's primary tourist destination and serves as a dynamic center for the arts with ever-expanding programs that capture the imagination of all ages.

WheatonArts was founded as *Wheaton Village* in 1968 by the late Frank Wheaton, Jr., President of Wheaton Industries, which at one

time was *the largest privately-owned glass manufacturer in the world*. The *Museum of American Glass* is at the heart of the Center, housing the most comprehensive collection of glass produced in America. Located in Millville, the *Museum* is one of only 9 museums in New Jersey to hold AAM accreditation. The *Creative Glass Center of America*, a 28-year-old artist residency program, has hosted more than 300 Fellows in one of the nation's first public-access, amphitheater-style hot glass studios. Regionally, the *Down Jersey Folklife Center* has provided multicultural, multigenerational programs and educational resources since 1995, engaging and serving more than 53 ethnic and cultural groups throughout South Jersey. Studio programs, including the renowned *Glass Studio*, reflect a dynamic community of resident and guest artists from around the world, who help demystify the creative process, share skills and vision, and provide unique programming for both children and adults. The Center, consisting of 18 buildings, is located in an idyllic 55-acre setting that is its own attraction.

*WheatonArts* is also a major community resource serving southern New Jersey. In addition to ongoing educational programs, exhibitions, workshops, performances and artist residencies, several multi-day cultural events and arts festivals attract up to 40,000 visitors annually, and over 75,000 additional people benefit from off-site lectures and demonstrations. Up to 12,500 children visit for class tours, for youth programs and for three unique programs targeting at-risk youth. Off-site programs, including glassblowing demonstrations, lectures and activities in schools, community centers, historical organizations and other venues serve an additional 100,000 individuals. WheatonArts is recognized by the NJ State Council on the Arts as a *Major Arts Organization*, "given in recognition of the organizations' solid history of artistic excellence, substantial programming, and broad public service." This honor also notes that the Center "stands among a group of organizations across our state that contributes vitally to the quality of life in New Jersey."

WheatonArts is an independent 501(c)(3) nonprofit institution (tax id number 22-1849118) For more information, please visit our web site at: [www.wheatonarts.org](http://www.wheatonarts.org).

# WHEATONARTS

## GENERAL SPONSOR RECOGNITION STATEMENT

Every year, Wheaton Arts and Cultural Center hosts a myriad of sponsored fundraising and community programs. We take great pride in recognizing the corporations, foundations and individuals who help make them possible as program and event donors, underwriters and sponsors. Donor recognition can take the form of press releases, photo opportunities, recognition at major fundraising events, event program book recognition and inclusion in other WheatonArts printed materials. Visibility on the WheatonArts web site



and on Facebook as a lead Sponsor is also an option for major special events. The opportunity to host a one-day Open House is attractive to many businesses as an additional means for a corporation to enhance its visibility as a major community and civic leader. Depending on your corporate policy, the Center is also pleased to offer complimentary admission passes (based on level of support) to WheatonArts and unique selected events.

Marketing opportunities range by event but can include a listing on the WheatonArts E-Newsletter and in E-Blasts, targeted direct mailings, print ads (in magazines and local newspapers), Public Service Announcements (radio, TV and online) and Event Calendar listings. As a major event sponsor, WheatonArts is committed to working with you to devise a media plan marketing strategy that fits your needs. WheatonArts is sensitive to the varying priorities of different funding entities and will work, whenever possible, to accommodate the individual preferences of corporate and other supporters.

We would be pleased to send additional materials that describe any of our sponsorship opportunities in greater detail, including current Media Plans and images from past events. Wheaton Arts and Cultural Center is a nonprofit organization under IRS 501(c)(3) Guidelines. Our Federal ID Number is 22-1849118. We look forward to welcoming your organization as a Sponsor in 2011. Please contact Susan Gogan, Executive Director, or Development Associate, Katherine Landberg, if you wish to discuss sponsorship opportunities in greater detail. Full contact information is included in this packet.

# WHEATONARTS

## FACTS\*

(updated April 2011)

- WheatonArts attracts approximately **40,000** on site visitors and reaches over **75,000+** people through offsite programs annually
- WheatonArts' website averages **500** visits per day (source: Jan 10- Jan 11 statistics)
- WheatonArts employs new media marketing strategies to attract and retain audiences offering sponsors exponential exposure using Facebook and the internet.
- WheatonArts has an email database of **12,500** unique addresses
- WheatonArts has **8,000+** E-Newsletter subscribers
- WheatonArts has **28,000+** active mailing addresses
- WheatonArts has **900+** members
- WheatonArts has a full time Marketing and Public Relations Director that will design a custom media plan based on your sponsorship level that meets and exceeds your company's marketing needs.
- WheatonArts advertises and has been recognized in the following print media outlets\*: Daily Journal and Atlantic County Weeklies, Su Voz, The Grapevine, The Reminder, Inquirer, Courier Post, Herald News, Weekender (*Gloucester County Times, The News of Cumberland County and Today's Sunbeam*), Press of Atlantic City, Star Ledger, NY Times, News Journal, American Style, American Craft, Bucks County Town and Country, Hunt Magazine, South Jersey Magazine, New Jersey Motorsports Park Magazine. (The preceding list is not inclusive. All events are not advertised or recognized in all media outlets).

Funding for WheatonArts is made possible in part by the New Jersey State Council on the Arts, a Partner Agency of the National Endowment for the Arts, the Geraldine R. Dodge Foundation, and the National Endowment for the Arts. WheatonArts receives general operating support from the New Jersey Historical Commission, Division of Cultural Affairs in the New Jersey Department of State and is supported in part by the New Jersey Department of State, Division of Travel and Tourism and Cumberland County Urban Enterprise Zone.



Wheaton Arts and Cultural Center strives to ensure the accessibility of its exhibitions, events and programs to all persons with disabilities. Provide two weeks' notice for special accommodations. Patrons with hearing and speech disabilities may contact WheatonArts through the New Jersey Relay Service (TRS) 800-852-7899 or by dialing 711.

\*WheatonArts cannot guarantee the acceptance by the media of PSA's, Press Releases, or Calendar of Events listing requests. WheatonArts makes no guarantee that your sponsorship level will entitle you to recognition in any or all of the listed items.



## FESTIVAL OF FINE CRAFT: FIRST WEEKEND IN OCTOBER

Each year on the first Saturday and Sunday in October, WheatonArts sponsor's one of the largest and most popular juried fine craft festivals in the Northeast. More than 150 artists and craftsmen display their handmade wares, including: glass, ceramics, jewelry, metalwork, wood, fabrics, leather and more. Admission to the event is \$10 and all proceeds benefit the educational programs of WheatonArts.

### **Event Attendance, Participant Demographics and Artist Participation**

Attendees of the Festival of Fine Craft span several distinct constituencies at WheatonArts. While there is high attendance from arts lovers and collectors from throughout the Delmarva and Greater Philadelphia region, the event is also viewed as a community event that attracts diverse multigenerational segments of the local and multi-county South Jersey population. Many local and regional audiences are repeat visitors to the Festival and the event generates strong word-of-mouth visibility in addition to the Center's broad advertising campaign for the event.

The WheatonArts *Festival of Fine Craft* attracts families from the entire Mid-Atlantic region, but the majority of our 7,000+ visitors reside in central and southern New Jersey, northern Delaware, or greater Philadelphia; 150+ artists' report that their average sales are well above most shows. The artists' are juried before being accepted into the Festival to assure the highest quality of merchandise.

### **Event Marketing**

The *Festival of Fine Crafts* is the largest and most widely marketed annual event that WheatonArts produces each season. The marketing budget includes funds for radio and television ads, direct print mailing, print and internet ads, and an assortment of other marketing efforts.

### **Current and Past Partners**

Sponsors for the *Festival of Fine Craft* have included the Target Foundation, Comcast and the Press of Atlantic City. Additional *Festival* funding has been provided by a Cooperative Marketing Grant from the New Jersey Economic Growth Commission/Office of Travel and Tourism.

### **Event Accolades**

Nominated as one of the "Top Ten Fairs and Festivals" in *AmericanStyle* Magazine  
Named a "Top 100 Event" by the 2008 American Bus Association

### **Available Sponsorship Levels**

\$10,000 (Title Sponsor)  
\$7,500  
\$2,500  
"Friend" levels

## WHEATONARTS FESTIVAL OF FINE CRAFT SPONSORSHIP BENEFITS

*WheatonArts is sensitive to the varying priorities of different funding entities and will work, whenever possible, to accommodate the individual preferences of corporate and other supporters.*

| FFC Package Name                                     | Title Sponsor | Corporate Partner | Corporate Friend |
|--|---------------|-------------------|------------------|
| <b>Annual Asking Price</b>                           | \$10,000.00   | \$7,500.00        | \$2,500.00       |
| <b>Number of Years in Term</b>                       | 1             | 1                 | 1                |
| <b>Category Exclusivity</b>                          | X             |                   |                  |
| <b>Free Event Tickets</b>                            | 100           | 75                | 30               |
| <b>Special Access Opportunities</b>                  | X             | X                 |                  |
| <b>Opportunity for Employee Participation</b>        | X             | X                 | X                |
| <b>Hospitality Opportunities</b>                     | X             |                   |                  |
| <b>Client Entertainment Opportunities</b>            | X             |                   |                  |
| <b>Rent Free Use of Venue for Sponsor Functions</b>  | X             |                   |                  |
| <b>Use of Property Volunteers for Sponsor Events</b> | X             | X                 |                  |
| <b>Other Employee/Customer Benefits</b>              | X             | X                 | X                |
| <b>On-Site Sales Rights</b>                          | X             | X                 | X                |
| <b>Other Promotional Opportunities</b>               | X             | X                 | X                |
| <b>Opportunity for Data Collection</b>               | X             | X                 | X                |
| <b>Tickets to Ancillary Events</b>                   | X             |                   |                  |
| <b>Access to Event/Opportunity Merchandise</b>       | X             | X                 |                  |
| <b>Product/Partner Tie-Ins</b>                       | X             | X                 |                  |
| <b>Internet Promotions</b>                           | X             | X                 |                  |
| <b>Title of Proprietary Component</b>                | X             |                   |                  |

|  |   |   |   |
|--|---|---|---|
| <b>Official Product/Service Status</b>                                   | X |   |   |
| <b>On-Site Display Rights</b>  | X | X | X |
| <b>On-Site Booth or Kiosk</b>  | X | X | X |
| <b>On-Site Signage</b>   | X | X |   |
| <b>ID in all On-Site Collateral Material</b>                             | X | X |   |
| <b>Ad Space in Event Program/Catalogue/Other Print Matter</b>            | X | X | X |
| <b>Merchandise with Sponsor Logo for Sale (provided by sponsors)</b>     | X | X |   |
| <b>On-Site Giveaways that Include Sponsor Logo (provided by sponsor)</b> | X | X |   |
| <b>Presentation with Sponsor Presence</b>                                | X | X |   |
| <b>Inclusion in Pre/Post Event Media Buys - Television</b>               | X | X |   |
| <b>Inclusion in Pre/Post Event Media Buys - Newspaper</b>                | X | X |   |
| <b>Inclusion in Pre/Post Event Media Buys - Magazine</b>                 | X | X |   |
| <b>Inclusion in Pre/Post Event Media Buys - Radio</b>                    | X | X |   |
| <b>Inclusion in Pre/Post Event Media Buys - Internet</b>                 | X | X |   |
| <b>Inclusion in Pre/Post Event Media Buys - Outdoor</b>                  | X | X |   |
| <b>Radio Broadcast</b>   | X |   |   |
| <b>Other Internet Coverage</b>   | X | X |   |
| <b>Print Media Ad Opportunities</b>                                      | X | X |   |
| <b>Inclusion in Event Promotional Pieces</b>                             | X | X |   |
| <b>Inclusion in all Pre-Event Collateral Material</b>                    | X | X |   |
| <b>Inclusion in Direct Mail</b>  | X | X |   |

|  |   |   |   |
|--|---|---|---|
| Inclusion in Press Releases                    | X | X | X |
| Opportunity to Provide Inserts                 | X |   |   |
| Signage at Ancillary Events                    | X |   |   |
| Tickets with Sponsor's Logo                    | X | X |   |
| Presence on Opportunity Website                | X | X | X |
| Provision of Content for Sponsor Internet Site | X | X | X |
| Link from Event Internet Site                  | X | X |   |
| Use of Marks and Logos                         | X |   |   |
| Use of Images/Photography/Footage Rights       | X |   |   |
| Product/Service Endorsements                   | X |   |   |
| Sponsor Networking Opportunities               | X |   |   |



**Friend of the Festival**

Individuals and businesses that wish to donate to the *Festival* will be recognized as a “Friend of the Festival” in the event program, on the event page of the website and in other customized ways as determined at the time of your sponsorship. Friend’s levels are as follows:

- \$2,499 - \$1,000 Advocate**
- \$999 - \$500 Contributing**
- \$500 - \$250 Patron**





# WHEATONARTS

## ECO FAIR: FIRST WEEKEND IN MAY

*Eco Fair* is a community “Open House” that includes admission to all WheatonArts exhibits and demonstrations as well as to all special event activities. Throughout the day, a variety of educators, businesses and organizations provide information, resources, products and solutions for people to live better, healthier lives with less environmental impact.

At past *Eco Fair* events exhibitors have offered sustainable choices and information about reducing environmental impact in the areas of Building and Remodeling, Lifestyles and Recreation, Energy Transportation, Food & Agriculture, Yard & Garden and Household Products and Practices.

Other activities include exhibits, demonstrations, hands-on children’s programs and live musical entertainment and food.

### **Event Attendance, Participant Demographics and Vendor Participation**

Entering its 5th year for 2011, it is expected that an estimated 1,800 adults and children from the immediate region will attend *Eco Fair*. Since 2008, the event has been free to the public with the help of our project partner, The Cumberland County Improvement Authority.

### **Event Marketing**

Marketing opportunities can include announcements in the WheatonArts E-Newsletter (8,000+ email list), a regional direct mailing (post card), print ads (in targeted magazines and local newspapers), Public Service Announcements (online) and event calendar listings (online and in print). As a major event sponsor, WheatonArts is committed to working with you to devise a marketing strategy that fits your needs.

### **Current and Past Partners**

The New Jersey Audubon Society, Bayshore Discovery Project, Natural Lands Trust, The Nature Conservancy and the Rutgers University Master Gardeners have all participated in this event in the past. Funding has historically been made possible in part by the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts, by funds from the National Endowment for the Arts, and the Geraldine R. Dodge Foundation.

### **Available Sponsorship Levels**

- \$5,000 Major Underwriter
- \$2,500 Corporate Sponsor
- \$1,000 Friend of the Eco Fair

### ECO FAIR SPONSORSHIP BENEFITS

|  | <b>\$5,000</b> | <b>\$2,500</b> | <b>\$1,000</b> |
|--|----------------|----------------|----------------|
| Recognition as major underwriter on marketing and event material*, ENews                 | X              |                |                |
| Logo only recognition on marketing and event material*, ENews                            |                | X              | X              |
| 1 week visibility on the WheatonArts Mega Sign/<br>Route-55, located @mile post 26 South | X              |                |                |
| On site banner space provided<br>(up to 6 x 20; banner not provided)                     | X              |                |                |
| On site banner space provided<br>(up to 4 x 8; banner not provided)                      |                | X              | X              |
| Event Booth Space 10 x 20<br>(table and tent to be provided by sponsor)                  | X              |                |                |
| Event Booth Space 10 x 10<br>(table and tent to be provided by sponsor)                  |                | X              |                |
| Recognition as a corporate supporter throughout 2010 on<br>WA website                    | X              | X              | X              |
| Guest Passes to facility (good for 1yr)  | 75             | 50             | 25             |

\*Event material includes:

- event postcard (15,000 distributed throughout the region and to the media)
- day of event program (2,000 printed)
- WheatonArts E-Newsletter (8,000+ subscribers)





# WHEATONARTS

## GOLF CLASSIC: MID- SEPTEMBER

Going into our 10<sup>th</sup> year in 2011, the WheatonArts Golf Classic raises money to support the arts education programs of the Center. These programs serve 12,500 school children each year and over 50,000 general visitors. In 2010, over \$26,000.00 was raised.

### Event Attendance and Participant Demographics

In 2010, 120+ golfers registered for this full day event. 45 different corporations, from large to small businesses, supported the event. Over 30 additional volunteers made the event possible. We primarily market this event to local professionals. Area business owners are also frequently interested in the tournament

### Event Marketing

WheatonArts produces two direct mailings to approximately 1,800 select members and prospective members across the region; a 'Save-the-Date' postcard and a registration brochure. 2,000 brochures are also hand delivered to selected locations across the region prior to the event.

**WHEATONARTS**  
Sincerely Thanks The Following  
*2010 WheatonArts Golf Classic Sponsors...*

**PRESENTER**  **MAGELLAN HILL**

**EVENING AWARDS SPONSOR**  **WHEATON Industries Inc.**      **LUNCH SPONSOR**  **UTILITY LINE SERVICES**

**CLASSIC CORPORATE PARTNERS**

 **LIMA**       **Crown Pipeline Construction Co.**       **CLEMENT PAPPAS**  
Quality • Integrity • Leadership • Innovation

**GOLF CART SPONSOR**  **Hatch Mott MacDonald**      **BEVERAGE SPONSOR**  **JANX**

**CORPORATE PATRONS**

 **Allen**       **CAPEHART SCATCHARD**       **TRICO LIFT**  
50<sup>th</sup> Anniversary      ATTORNEYS AT LAW

 **SLATTERY MARKETING LLC**  
23 Clinton Road, Suite 201      West Caldwell, New Jersey 07066

**CONTEST SPONSORS**

|  |                                     |
|--|-------------------------------------|
| Dondero Diamonds & Fine Jewelry          | Green Lawn Landscaping, LLC         |
| Rossi Honda Inc.                         | JF Kiely Construction Co.           |
| Susquehanna Bank                         | Landberg Construction, LLC          |
| Reeves & Melvin Insurance & Real Estate  | Macalaster Bicknell Co. of NJ, Inc. |
| <b>ADDITIONAL SPONSORS</b>               | MeJunkin Red Man Corporation        |
| Chemglass Life Sciences                  | Meriden Energy, LLC                 |
| Conner Strong                            | Mileta Brothers, Inc.               |
| Dandrea Produce, Inc.                    | Millville Savings Bank              |
| Dun-Rite Sand & Gravel Co., Inc.         | Mints Insurance                     |
| Emergency Preparedness Partnerships, LLC | Mustang Engineering, LP             |
| English Septic                           | Precision Pipeline Solutions, LLC   |
| EP Henry Corporation                     | Roth Families                       |
| Falasca Mechanical, Inc.                 | Stanker & Galetto, Inc.             |
| Garton's Rigging                         | Towers Watson                       |
|  | UtiliQuest                          |
|  | Vargo Associates Land Surveying     |



## 10<sup>TH</sup> ANNUAL WHEATONARTS GOLF CLASSIC SPONSORSHIP BENEFITS

*Please note: \$2,500 + sponsorship levels include complimentary Golf Foursomes for either morning Stroke Play or afternoon Scramble; foursomes must be purchased separately for lower levels of sponsorship.*

### **PRESENTER \$5,000**

- Your banner or sign displayed onsite at the first tee (supplied by Sponsor)
- Full page ad in day of event program
- Your Company's Logo on Titleist ProV1 golf ball give-away (144 balls)
- Complimentary Golf Foursome
- 4 additional guests to evening reception
- 4 additional guests to lunch ceremony
- Opportunity to speak at lunch and evening reception
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 50 General Admission passes to WA
- 3 Hole Signs
- Recognition in WA Press Releases as a Presenting Sponsor
- Verbal acknowledgement at lunch/ dinner ceremonies at Presenting sponsorship level
- Logo listing in the event registration brochure
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

### **STROKE PLAY SPONSOR \$3,000 (new this year!)**

- **Exclusive Sponsorship** "WheatonArts Amateur Stroke Play Tournament Presented by YOUR COMPANY"
- Your banner or sign displayed at first tee during the morning Stroke Play competition (supplied by Sponsor)
- Full page ad in day of event program
- Complimentary Golf Foursome for either Stroke Play or Scramble competition
- 8 additional guests invited to luncheon
- Opportunity to speak at luncheon or at the morning shotgun start
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 25 General Admission passes to WA
- 3 Hole Signs
- Recognition in WA Press Release as the Stroke Play Sponsor
- Verbal acknowledgement at lunch/ dinner ceremonies as the Stroke Play Sponsor
- Logo listing in the event registration brochure
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

### **EVENING AWARDS CEREMONY SPONSOR \$3,000**

- **Exclusive Sponsorship**
- Your banner or sign displayed at evening reception (supplied by Sponsor)
- Full page ad in day of event program
- Complimentary Golf Foursome
- 8 additional guests invited to evening reception
- Opportunity to speak at evening reception
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 25 General Admission passes to WA
- 3 Hole Signs
- Recognition in WA Press Release as the Evening Awards Sponsor
- Verbal acknowledgement at lunch/ dinner ceremonies as the Evening Awards Sponsor
- Logo listing in the event registration brochure
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

### **LUNCH SPONSOR \$3,000**

- **Exclusive Sponsorship**
- Your Banner displayed at lunch ceremony (supplied by Sponsor)
- Complimentary Golf Foursome
- 8 additional guests to lunch ceremony
- Opportunity to speak at lunch
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 25 General Admission passes to WA
- 2 Hole Signs
- Recognition in WA Press Release as the exclusive lunch sponsor
- Verbal acknowledgement at lunch/ dinner ceremonies as the lunch sponsor
- Logo listing in the event registration brochure
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

### **DRIVING RANGE SPONSOR \$2,500 (*new this year!*)**

- **Exclusive Sponsorship**
- Your Company's sign displayed at the driving range
- Complimentary Golf Foursome
- 4 additional guests to evening reception
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 20 General Admission passes to WA
- Recognition in WA Press Release as the Driving Range Sponsor
- Verbal acknowledgement at lunch/ dinner ceremonies as the golf cart sponsor
- Logo listing in the event registration brochure
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

### **ECO BAG SPONSOR \$2,500 (*new this year!*)**

- **Exclusive Sponsorship**
- Your Company's logo on Eco Gift Bag provided to all golfers (WheatonArts logo on opposite side)
- Your Company's banner or sign displayed on gift bag table
- Complimentary Golf Foursome
- 4 additional guests to evening reception
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 20 General Admission passes to WA
- Recognition in WA Press Release as the Eco Bag Sponsor
- Verbal acknowledgement at lunch/ dinner ceremonies as the Eco Bag sponsor
- Logo listing in the event registration brochure
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

### **CORPORATE PARTNER \$2,500**

- Your banner or sign displayed at lunch and dinner (supplied by Sponsor)
- Complimentary Golf Foursome
- 4 additional guests to evening reception
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 20 General Admission passes to WA
- 3 Hole Signs
- Recognition in WA Press Releases\* as a Corporate Partner
- Verbal acknowledgement at lunch/ dinner ceremonies at Corporate Partner level
- Logo listing in the event registration brochure

- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

**Please note: Golf Foursomes ARE NOT included within the following sponsorship benefits:**

**CONTEST SPONSOR \$2,000 (new this year!) (2 available, closest to the pin and longest drive)**

- Includes Tee box table/2 chairs for your company promotion/ giveaways (supplied by Sponsor) on course
- 4 guests to lunch or evening reception
- Your Company's banner displayed during lunch or dinner (supplied by Sponsor)
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 20 General Admission passes to WA
- Recognition in WA Press Releases as a Tee Sponsor
- Verbal acknowledgement at lunch/ evening ceremonies as a Tee Sponsor
- Logo Listing in the event registration brochure
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

**GREENS BEVERAGE CART SPONSOR \$1,500**

- **Exclusive Sponsorship**
- Your Company's logo on drink vouchers (2 per golfer) and on beverage cart (runs after 1pm on the course)
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 15 General Admission passes to WA
- Recognition in WA Press Releases\* as the Greens Beverage sponsor
- Verbal acknowledgement at lunch/ evening ceremonies as the Greens Beverage Sponsor
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

**GOLF CART SPONSOR \$1,500 (2 available)**

- Your Company's logo (8.5 x 5.5) on each golf cart (up to 30 golf carts)
- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 15 General Admission passes to WA
- Recognition in WA Press Releases\* as the Golf Cart Sponsor
- Verbal acknowledgement at lunch/ dinner ceremonies as the golf cart sponsor
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

**CORPORATE PATRON \$1,500**

- Your Company's promotional item in golfer gift bag (supplied by Sponsor)
- 15 General Admission passes to WA
- 1 Hole Sign
- Recognition in WA Press Releases as a Corporate Patron
- Verbal acknowledgement at lunch/ dinner ceremonies
- Logo recognition on WA website with link to your company URL
- Logo listing in event program and on event day sponsor board

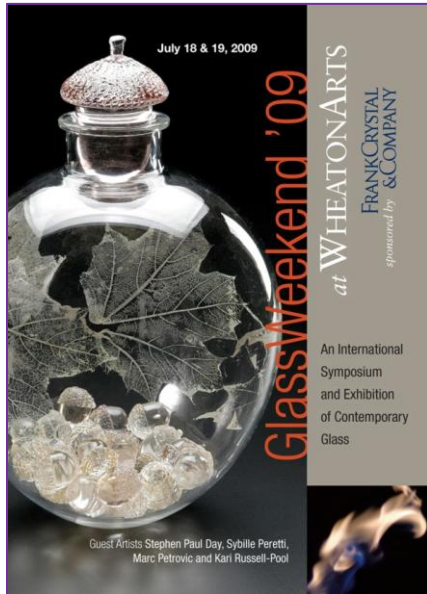
**HOLE SPONSORS: \$150 per Sign/\$400 for 3 Signs**

- Hole Sign recognizing company as a Golf Classic Sponsor
- Name recognition on WA website
- Name listing in event program and on event day sponsor board



# WHEATONARTS

## GLASSWEEKEND: (BIENNIAL EVENT)



Since 1985, GlassWeekend, a biennial International Symposium and Exhibition of Contemporary Glass, has brought together the world’s leading glass artists, collectors, galleries, and museum curators for a three-day weekend of exhibitions, lectures, hands-on glassmaking, artists, demonstrations and social events.

The proceeds of GlassWeekend benefit the Creative Glass Center of America Fellowship Program providing working fellowships to ten individual artists from around the world each year. Additionally, the Art Alliance for Contemporary Glass, as the event co-presenter, dedicates portions of the proceeds to help fund Museum exhibitions that further the development and appreciation of art made from glass.

### Event Attendance, Participant Demographics and Vendor Participation

Over 300 glass artists, brokers, owners, curators and collectors from around the world attend this conference-style event every other year. The site is also opened to regular visitors during the weekend for the regular price of admission. A select group of glass galleries from across the country exhibit their finest contemporary glass. Gallery participation has included high-end exhibitions from as far away as Sweden and as close to home as Philadelphia.

### Event Marketing

After 13 years of growing event participation, WheatonArts has created a wide database of participants from across the country and the world. WheatonArts produces numerous direct mailings to past conference participants.

### Available Sponsorship Levels

Please call Katherine Landberg at 856-825-6800 x 114 or email at [klandberg@wheatonarts.org](mailto:klandberg@wheatonarts.org) to customize your GlassWeekend Sponsorship benefits today!





# WHEATONARTS

## ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

### Paperweight Festival

Every other year, WheatonArts hosts over 250 Paperweight collectors for a weekend. The show features paperweight exhibits and sales, artists and dealers' fairs, lectures, artist demonstrations, *Lunch and Learn* sessions and Make-Your-Own Experiences.



### Quilt Show

Each other year, Wheaton's event center becomes home for one day to some of the most fabulously decorative, handmade art quilts in the country. Presented in partnership with the Garden Patch Quilters, vendors, exhibitors, and demonstrators show off their handy work to a diverse audience. Discover how the boundaries of traditional American quilt making have expanded to an art form that now adorns the walls of exhibit halls and art galleries worldwide.

### Fantasy Fair

Mystic Realms, Ltd., a theater company incorporated to organize events that create interactive drama through role-playing, partners with WheatonArts each year to blend history with myths and legends from medieval times. Actors portray knights, maidens, nobles and peasants, as well as mythical characters from various cultures. Knights stand side-by-side with elves and traditional musicians play period instruments in front of fairies. Food and vendors make this day something to see!

### The Traveling Glassblowers

Established in 1984, WheatonArts' (volunteer) Traveling Glassblowers have spread their love of glassmaking across the Mid-Atlantic region by presenting demonstrations of traditional glassmaking techniques at fairs and festivals. An estimated 75,000 people each year enjoy watching the glassblowers at work.

# WHEATONARTS

PROGRAM UNDERWRITING/ OTHER GIFTS



## Museum of American Glass Exhibitions

Early in the 1960s, Frank H. Wheaton, Jr, president of the Wheaton Industries, visited a prominent glass museum and discovered that much of the early American glass on exhibit was produced in southern New Jersey. He felt that these treasured museum pieces should be displayed in the area in which they were produced - southern New Jersey. WheatonArts and the Museum of American Glass became his dream. In 1968, he searched for and finally purchased a large collection of American glass which became the foundation for what is now the highly recognized Museum of American Glass Collection at WheatonArts. Since that time, the museum's collection has steadily grown to the current number of 15,000 pieces of American glass. Each year, the museum produces a yearlong major exhibition and numerous temporary exhibitions. Exhibit underwriting is available. WheatonArts' Museum of American glass is one of only nine museums accredited by the American Association of Museums in New Jersey.



## Multi-Cultural Programs

The Down Jersey Folklife Center (DJFC), a division of WheatonArts, was established as the first regional folklife center in New Jersey in September 1994. The Folklife Center is focused on expressive traditions - those things that groups of people know, do and pass on to their families, friends, neighbors and other members of their community.

Every two years, the DJFC undertakes to share with the region some of these diverse traditions by sponsoring a Festival highlighting one particular culture prominent in South Jersey. A day of workshops, dancing, music, food and fun seeks to expose the local populace to traditions different from their own.



## Educational Programs

At WheatonArts, we value the creative process, and the many ways in which engagement with the arts introduces learning skills and strengthens basic classroom curriculum goals. Arts classes open a world of creative possibilities for all ages.

In addition to all of the many wonderful exhibits, demonstrations and other attractions throughout WheatonArts, we offer special programs and classes for students and adults. One way that WheatonArts reaches out to the community is through the *Glasstown Collective*, a group of four programs designed to provide outreach to area students. To learn more about supporting educational programming at WheatonArts, contact Katherine Landberg at [klandberg@wheatonarts.org](mailto:klandberg@wheatonarts.org).



# WHEATONARTS

## FIELD TRIP SPONSORSHIP PROGRAM



While there's no official graph charting the frequency of field trips in our schools over the last few decades, an informal poll of teachers and administrators in school districts across the country suggests that children -- especially those in disadvantaged schools -- simply aren't leaving the classroom the way they used to (<http://www.edutopia.org/outing>).

A recent survey of arts supervisors conducted by the NJ Arts Education Partnership revealed that 75% of NJ school districts have already reduced or eliminated student field trips. Following the harshest budget cuts in decades, many New Jersey schools have found that they simply can no longer afford the school buses, ticket fees, and other costs incurred when kids leave the classroom. In poor communities, a child's exposure to the outside world can be incredibly limited. One of the most sobering statistics is the fact that Cumberland County was deemed the "second worst County in New Jersey in which to raise children" (NJ Kids Count/ County Profiles 2010: Association for Children of New Jersey), with 19% of all children living in poverty and approximately 1 out of every 25 students under the age of 18 getting arrested. In these kinds of schools, where teachers simply can't count on parents to provide horizon-expanding experiences, field trips are essential to a well rounded education. Any exposure to the world outside the school gives children a way to make sense of what they learn in the classroom. Real intelligence comes from making connections from what's learned in the classroom to what is seen and experienced in the outside world (<http://www.edutopia.org/outing>).

As the region's leading arts education provider, WheatonArts is in a unique position to help address the gaps and absence of arts programming on behalf of the region's children In Cumberland County, where every school district is designated as an Abbott District, reflecting low achievement levels and large populations of at-risk students.

How can you help?

With a generous grant from the **General Mills Foundation**, WheatonArts is seeking to raise the number of students who visit our site on field trips for the 2011-2012 school year. Through 2012, the General Mills Foundation will match, dollar for dollar, every \$500 raised from the community. This \$500 will pay for one class of 30+ students to visit WheatonArts, including transportation.

To donate today or to find out more about this program, contact Katherine Landberg at [klandberg@wheatonarts.org](mailto:klandberg@wheatonarts.org).

## Fellowships and Opportunities for Artists



The Creative Glass Center of America (CGCA) was founded in 1983 by a group of artists, educators and gallery directors who became sensitive to the particular needs and financial burdens facing glass artists. For the past 28 years, 300 CGCA Fellowships have been awarded to artists from around the world, allowing them the opportunity to focus on the development of their artwork. Today, the CGCA Fellowship Program remains the only one of its kind in the U.S. providing emerging and mid-career artist's unrestricted access to the facilities and materials necessary for blown, cast and kiln formed glass.

A Fellowship gift can cover the full or partial costs of a single residency for a period of up to three months. The CGCA awards 10 Fellowships each year to highly talented creative glass artists from around the world. Naming opportunities are available. Please contact Susan Gogan at [sgogan@wheatonarts.org](mailto:sgogan@wheatonarts.org) or at 856-825-6800 x 107 for more information.

### Matching Gifts

WheatonArts gladly accepts matching gifts from your company. If you are interested in establishing a matching gifts program or have an existing program that you would like to add WheatonArts to, please contact us today.

### In-Kind Gifts

Planning and executing each of our events require many services. We always welcome new sponsorship ideas and in-kind donations. If you are interested in supporting us, we are interested in hearing from you!

WheatonArts welcomes inquiries about gifts of any useful item. We must approve gifts of tangible personal property prior to acceptance. For a WheatonArts "wish list" visit the support section of our website. For WheatonArts to provide an acknowledgement for tax purposes, the donor must provide a written valuation for in-kind gifts.

*For more information regarding any of the opportunities outlined in this packet, contact:*

**Susan Gogan**, Executive Director  
**Katherine Landberg**, Development Associate  
Wheaton Arts and Cultural Center  
1501 Glasstown Road  
Millville, NJ 08332  
856-825-6800  
Wheatonarts.org  
[sgogan@wheatonarts.org](mailto:sgogan@wheatonarts.org)  
[klandberg@wheatonarts.org](mailto:klandberg@wheatonarts.org)