

## ANNIVERSARY BALL - SPONSORSHIP OPPORTUNITIES

Celebrating 45 and 100 years

Saturday, November 16, 7-10 p.m. @ Torpedo Factory Art Center

Tickets before October 31, \$60, and \$75 after November 1.

Dress to impress!

Celebrate as the building turns 100 and the Art Center turns 45. Guests will enjoy light fair and drinks, guest presenters, and live music. The night will feature the opening of *45: An Anniversary Exhibition* in the Target Gallery honoring the legacy of the founding artists of the Art Center and the premiere of a new documentary on the history of the Art Center directed and produced by Alexandria's own Istrico Productions.

Sponsorship opportunities improve our relationship with the community. Support for the Anniversary Ball helps enhance and celebrate the history of the Art Center and 100-year history of the building.

To discuss how you may become a sponsor, please contact Brett John Johnson at [brett.johnson@alexandriava.gov](mailto:brett.johnson@alexandriava.gov) or 703-746-4577.

**Confirmation requested by Monday, September 30, 2019, to maximize marketing inclusion.**

### SPONSORSHIP LEVELS

#### **Presenting Sponsor: \$15,000+**

Available opportunities: 1

- Named as presenting sponsor on all marketing material, including ads, with premium logo placement (as design permits)
- Logo and link on website
- Name/logo on front of event handouts
- Large Name/logo on poster at entrance to event
- Identified and tagged as presenting sponsor in social media posts about the ball on Torpedo Factory Art Center Instagram and Facebook accounts, before and during the event
- One dedicated posting on Facebook and Instagram profiling the sponsor's involvement in the ball, with messaging input from the sponsor
- One dedicated thank-you post after the ball for Facebook and Instagram
- 20 tickets to the event
- Opportunity to speak at event



Marian Van Landingham speaks at the Art Center dedication on July 13, 1974.

**Gold Torpedo Sponsor:** \$7,500 - \$14,999 contribution (or in-kind support)

Available opportunities: 5

- Named as sponsor on all marketing material, with logo included (as design permits)
- Logo and link on website
- Name/logo in event handouts
- Name/logo on poster at entrance to event
- Identified and tagged as sponsor on Torpedo Factory Art Center Instagram and Facebook accounts promoting ticket sales
- Included and tagged in sponsor thank-you post after the ball on Facebook and Instagram
- 10 tickets to the event



Mardi Gras Ball, 1984.

**Silver Target Sponsor:** \$2,500 - \$7,499 contribution (or in-kind support)

Available opportunities: 10

- Named as sponsor on all marketing material
- Name and link on website
- Included and tagged in sponsor thank-you post after the ball on Facebook and Instagram
- Name/logo in event handouts
- Name/logo on poster at entrance to event
- 5 tickets to the event



Artist James Dean and retired Senator Warner, circa 1983.

**Patron Sponsor:** \$300 - \$2,499 contribution

Available opportunities: 20

- Named and thanked in event handouts
- Named and linked on website
- 2 tickets to the event



Attendees at March 150 Art Party.

For sponsor information, please contact Brett John Johnson  
at [brett.johnson@alexandriava.gov](mailto:brett.johnson@alexandriava.gov) or 703-746-4577.