



Callanwolde

FINE ARTS CENTER



WINTER 2024
SPONSORSHIP OPPORTUNITIES



arts for Callanwolde 2024 gala



About

This year's gala at Callanwolde will be a one-of-a-kind immersive art experience for a cause. Taking place on Sunday, December 8, the event helps raise funds to support Callanwolde's financial aid program and community engagement initiatives, which focus on providing arts programming for underserved communities in Atlanta. The 2024 Arts for All Gala will serve to underscore Callanwolde's belief that quality arts education should be accessible to everyone!

Held in the historic Callanwolde mansion, this colorful evening will bring together nearly 200 community and business leaders for creative cuisine, unique cocktails, a silent and live auction, and a hands-on community art activity.

Sponsorships

Proceeds from the Arts for All Gala directly support Callanwolde's mission, including our community engagement programs serving a growing list of underserved populations:

- Students qualifying for Title I assistance
- Students qualifying for Title III assistance
- Veterans with PTSD
- Adults living with disabilities
- Low-income seniors
- Veterans transitioning out of homelessness

Please review the sponsorship levels and benefits listed on the following page.

For more information about becoming a 2024 sponsor, contact Stephen Barwick:
sbarwick@callanwolde.org or (404) 474-4534

Sponsorship Levels & Benefits

	Arts for All Gala tickets					
	Branded merchandise opportunity in gala gift bags					
	Recognition on all marketing materials					
	Recognition on Callanwolde website & annual report					
	Verbal recognition at gala					
Platinum \$10,000	VIP table for 10	✓	✓	✓	✓	✓
Gold \$5,000	VIP table for 8	✓	✓	✓	✓	✓
Silver \$2,500	4 tickets			✓	✓	✓
Bronze \$1,500	2 tickets				✓	✓



About

For the fourth year in a row, Callanwolde will host ten days of holiday fun at the historic Callanwolde estate. Taking place every weekend between Thanksgiving and Christmas, Winter House is a cozy, art-centered holiday hang out with something for every member of the family! Activities and events include:

- Artist market
- Pottery & metal smithing workshops
- Music & dance performances
- Happy hour events & a cozy wine bar
- Ornament making workshops
- Gingerbread house decorating
- Visits with Santa
- Marshmallows over the fire

Winter House has grown to become a widely-recognized community gathering drawing more than 5,000 attendees from the Atlanta area and beyond. The event serves to showcase all of the creative offerings we host at Callanwolde throughout the year, and highlights our community engagement programming for underserved communities.

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Sponsorship Levels & Benefits

	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500	Green \$1,000
Tickets to Winter House performances	Reserved table for 4 at any ticketed Winter House performances	Reserved table for 2 at any ticketed Winter House performances	(6) General Admission tickets to any Winter House performances	(4) General Admission tickets to any Winter House performances	(2) General Admission tickets to any Winter House performances
Ad placement in Winter House catalog	3/4 page	1/2 page	1/4 page		
Logo recognition on Winter House signage	✓	✓	✓	Name Only	Name Only
Logo recognition on website, Winter House catalog, and annual report	✓	✓	✓	Name Only	Name Only
Recognition in email newsletter (12,000+ subscribers)	✓	✓	✓	✓	✓
Name announced by Executive Director at Callanwolde Holiday Concert	✓	✓	✓	✓	✓