Over the last 40 years, Arts Mid-Hudson has distributed over 5 million dollars across Dutchess, Ulster and Orange counties, funding arts programs and organizations, adding arts education back in the schools and ensuring a lively arts scene.

As a program sponsor your company shows support of our local arts, heritage and cultural organizations while building your presence throughout the region. Arts Mid-Hudson’s events attract strong community engagement, allowing you to reach current and new clients, businesses and organization’s across three counties, home to more than 850,000 residents.

Arts Mid-Hudson has an exciting year ahead, including new sponsorship opportunities for our gallery, events, and special workshops. Sponsor packages can be tailored to include your business featured at these events.

Why support Arts Mid-Hudson?
As the preeminent arts service organization working across Dutchess, Ulster, and Orange Counties, Arts Mid-Hudson leads the way for our region’s arts and culture through advocacy, exhibitions, readings, folk arts programs and festivals. Arts Mid-Hudson programs have been featured in local and national news (including the New York Times) as the arts leader in the Mid-Hudson region.
Sponsor Benefits:

<table>
<thead>
<tr>
<th>Arts Sustainer $5,000</th>
<th>Key Collaborator $2,500</th>
<th>Corporate $1,500</th>
<th>Arts A-Lister $1,000</th>
<th>Arts Benefactor $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tickets to the Arts Awards</td>
<td>Choose Dutchess or Ulster or mix it up!</td>
<td>10 tickets ✓</td>
<td>6 tickets ✓</td>
<td>4 tickets ✓</td>
</tr>
<tr>
<td>Promote Your Brand</td>
<td>Sponsorship of an arts award category, recognition on event invitation, on-site signage at Arts Awards event.</td>
<td>+ podium mention ✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Arts Awards Program</td>
<td>Full color ad in the Arts Awards program</td>
<td>full page, inside front cover ✓</td>
<td>full page, inside back cover ✓</td>
<td>full page ✓</td>
</tr>
<tr>
<td>Marketing</td>
<td>Web ad with live link: Arts Mid-Hudson webpage recieves over 30,000 annual views</td>
<td>4 placements ✓</td>
<td>2 placements ✓</td>
<td>1 placements ✓</td>
</tr>
<tr>
<td>Marketing Newsletter</td>
<td>Placement of ad banner in monthly Arts Mid-Hudson newsletter, sent out to over 3,500 subscribers (average open rate: 35%, 18% click through rate)</td>
<td>4 placements ✓</td>
<td>3 placements ✓</td>
<td>2 placements ✓</td>
</tr>
<tr>
<td>Marketing Social Media</td>
<td>Social media posts about your organization as a supporter of the arts, linking to your page and tagging you to enhance visibility (Facebook - 4,889 followers, Instagram - 2,782 followers as of Dec. 2020)</td>
<td>4 placements ✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional Sponsorship Opportunities - the following can be tailored to reach your target audience

<table>
<thead>
<tr>
<th>Arts Ally $1,500</th>
<th>Arts Advocate $1,000</th>
<th>Arts Patron $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest in Arts Education</td>
<td>Sponsor arts learning for all ages: AMH workshops, THRIVE (event aimed at youth), and Folk Arts Programs</td>
<td>3 programs ✓</td>
</tr>
<tr>
<td>Support Community Artists</td>
<td>Sponsor an exhibit at the Arts Mid-Hudson Gallery (Virtual offerings available)</td>
<td>3 exhibits ✓</td>
</tr>
<tr>
<td>Dutchess Handmade Sponsor</td>
<td>Printed postcards with your logo + link on 3 newsletters (May, November &amp; December)</td>
<td>solo sponsor ✓</td>
</tr>
</tbody>
</table>

WAMC Radio Promotions
- Sponsors have opportunities for WAMC Northeast Public Radio spots at discounted rate. WAMC airs on 14 powerful stations in Dutchess, Columbia, Greene, Orange, Putnam, Ulster and Westchester plus 14 more throughout the region and online.

Sign Us Up!

Company Name: ________________________
Street Address: ________________________
City: ___________________ State: __ Zip Code: ____________
Phone: ________________________ Ext: ______________
Email: _____________________________
Webpage: ____________________________

We wish to sponsor Arts Mid-Hudson's programming at the following level:
(please check one)

- Arts Sustainer Level $5,000
- Key Collaborator Level $2,500
- Corporate Level $1,500
- Arts A-Lister Level $1,000
- Arts Benefactor Level $500
- Arts Ally Level $1,500
- Arts Advocate Level $1,000
- Arts Patron Level $500

Please find check payable to Arts Mid-Hudson in the amount of $__________
(Installment options available)

- M/C
- VISA
- AMEX
- Discover

Name on card: ________________________
Signature: __________________________
Number: ____________________________
Exp Date: ______________ CVV: __________

Mail this entire panel to Arts Mid-Hudson, 696 Dutchess Tumpike, Suite F Poughkeepsie, NY 12603
OR register online at www.artsmidhudson.org