The Art Effect (formerly **Mill Street Loft + Spark Media Project**) is committed to being a catalyst for youth empowerment and community engagement through the arts and media in Poughkeepsie and across the Hudson Valley. We are dedicated to fostering personal and professional development for youth through sequential, impactful arts and media programs that encourage youth to explore, experience, and excel.

With help from generous sponsors, in 2017 we:

- Provided over **$40,000** in youth employment, giving jobs in the arts to over 50 Poughkeepsie youth
- Introduced over **300** children to arts experiences at Dutchess Arts Camp
- Distributed **$25,000** in scholarships to help underserved families send their kids to the Art Institute and Dutchess Arts Camp
- Prepared our students to receive over **150** Scholastic Awards
- Activated over **20** community spaces with innovative arts and media programming
- Served over **150** children, adults, and seniors with expressive arts therapy
- Provided portfolio courses helping students earn over **$3 million** in merit-based scholarship offers to college
- Hosted over **1,000** community members, families, and leaders at successful events including the Friend of Arts Award, Portfolio Day, Fall Friendraiser, and Reel Expressions International Teen Film Festival

With your sponsorship support, we will reach even more youth in 2018!

Target your support of The Art Effect!

Sponsor an Art Effect After Hours Event - $500
Quarterly happy hour events, held at the Poughkeepsie Underwear Factory, bring new audiences to the organization through unique student art exhibits, treats and tastings, and live music. Sponsors will receive recognition on invitation and marketing materials, as well as 2 tickets to the event. Exclusive sponsorship opportunity — only 2 sponsors per event!

Give to the Carole J. Wolf Scholarship Fund - $500
This Fund, created in honor of Mill Street Loft's Founding Director, helps youth from low-income families attend our programs throughout the year.

Reel Expressions International Teen Film Festival
Now in its sixth year, the Reel Expressions International Teen Film Festival features youth-produced films – narrative, animation, experimental, and documentary – from the Hudson Valley and around the world. The Festival draws a crowd of hundreds of teens and adults from all over the Hudson Valley.

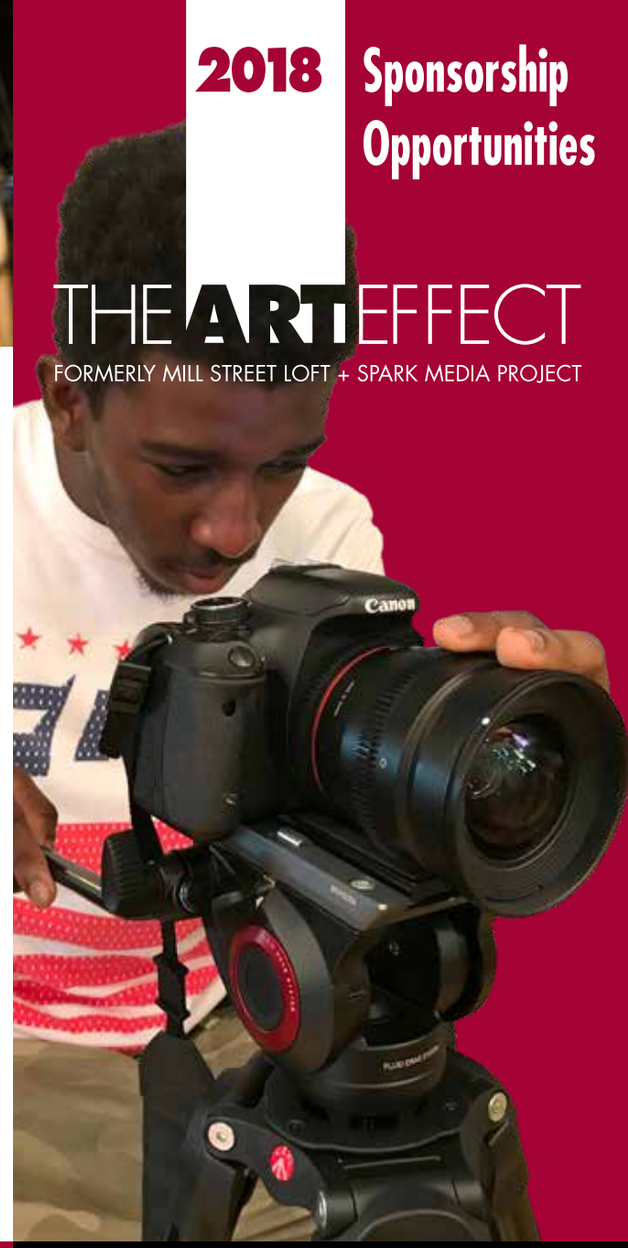
Art After Dark: October 5, 2018
A gala like no other! This new signature event will celebrate the transformative power of the arts by bringing art and media to life in a unique, experiential event like nothing you've seen before! Held at the Wallace Center, FDR Presidential Library & Museum, an audience of over 200 influential community leaders will attend.

45 Pershing Ave., Poughkeepsie, NY 12601
feelthearteffect.org
845.471.7477
#FeelTheArtEffect

2018 Sponsorship Opportunities

THE ART EFFECT

FORMERLY MILL STREET LOFT + SPARK MEDIA PROJECT



Art heals. Art empowers.
Art creates jobs.
Art strengthens communities.
Art breaks barriers.

ART CHANGES LIVES.

The Art Effect (formerly Mill Street Loft + Spark Media Project) is a single, powerful arts education non-profit serving the Hudson Valley. As a larger and more impactful arts and media organization, sponsors receive incredible benefits through a partnership with The Art Effect.

Your sponsorship continues to change young people's lives through the arts. Our programs, which rival the best in the nation, range from intensive studio art classes to workforce development programs serving under-served youth. On behalf of our Board of Directors, staff, and—most importantly—our young artists, we hope you will consider becoming a 2018 sponsor.

Please send your sponsorship today — visit feeltheartеffect.org or mail your check to 45 Pershing Ave, Poughkeepsie, New York 12601. Call Sarah at **845.471.7477** or email sarahw@feeltheartеffect.org with any questions or if you are interested in a custom sponsorship package.

2018 YEAR-ROUND SPONSORSHIP LEVELS

	Platinum $7,500	Gold $5,000	Silver $3,000	Bronze $2,000	Copper $1,000
Year-Round Marketing					
• Headliner sponsorship of your choice of signature event*	✓				
• Student-framed art for business display	✓	✓	✓		
• Logo and sponsorship level in monthly e-newsletters	✓	✓	✓		
• Featured post on social media	✓	✓	✓	✓	
• Logo or listing on The Art Effect website	Logo	Logo	Logo	Listing	Listing
• Logo or listing and sponsorship level in event marketing materials	Logo	Logo	Logo	Listing	Listing
Art After Dark					
• VIP admission	8 Tickets	6 Tickets	4 Tickets	2 Tickets	2 Tickets
• Full color electronic journal ad	✓	✓			
• Logo on big screen at event	✓	✓	✓		
• Logo or listing on event invitation	Logo	Logo	Logo	Listing	
• Logo or listing on event signage	Logo	Logo	Logo	Listing	Listing
Reel Expressions International Teen Film Festival					
• VIP admission	15 tickets	10 tickets	8 tickets	5 tickets	5 tickets
• Sponsor recognition from podium	✓	✓			
• Logo on big screen at event	✓	✓	✓	✓	
• Full color ad in event program	✓	✓	✓	✓	✓
• Logo or listing on event invitation	Logo	Logo	Logo	Listing	Listing
• Logo or listing on event signage	Logo	Logo	Logo	Listing	Listing
Cultivation Events					
• Logo on event invitation	✓	✓			
• Recognition on event signage	✓	✓	✓	✓	
Dutchess Arts Camp					
• Corporate banner on display at three camp locations (Poughkeepsie, Millbrook, and Red Hook)	✓				
• Logo on Dutchess Arts Camp T-shirts	✓	✓			

*subject to availability