The New Art Center is a community art education space which offers everyone, at all levels of ability, exceptional opportunities to make, exhibit, view, think about and talk about art.
BENEFITS OF SPONSORSHIP

The New Art Center is a bustling, active community arts center with two facilities located in Newtonville. As a sponsor, your logo will be seen many times by the thousands of people who come through our facilities for classes and exhibits, as well as the thousands of people who attend our Community Cultural Days, exhibitions, and more through our Cultural Access program. The New Art Center markets our programs extensively and dedicates significant time to outreach. We have more than 10,000 email subscribers and 6,000 people who receive our catalogs in their homes. Online, we reach more than 1,000,000 people through Google searches, not to mention the more than 160,000 social media impressions, and over 240,000 website visitors that New Art has every year.

$20K Art Benefactor Sponsorship

- Full page ad in 4 annual printed class catalogues distributed to thousands of homes
- Full page ad in our Gala Program Book, logo included in all gala digital marketing & onsite at event, & 12 Gala tickets
- Private event - Paint and sip party or other group art event with an art instructor
- Dedicated Social Media ad/appreciation posts
- Recognition with logo at all exhibitions at the New Art Corridor at the Trio
- Recognition with logo on New Art’s weekly marketing emails
- Recognition with logo on New Art’s monthly E-Newsletter
- Recognition on New Art Center’s website, entry info screens at both locations, and flyers

$15K Art Investor Sponsorship

- Full page ad in our Gala Program Book, logo included in all gala digital marketing & onsite at event, & 12 Gala tickets
- Private event - Paint and sip party or other group art event with an art instructor
- Dedicated Social Media ad/appreciation posts
- Recognition with logo at all exhibitions at the New Art Corridor at the Trio
- Recognition with logo on New Art’s weekly marketing emails
- Recognition with logo on New Art’s monthly E-Newsletter
- Recognition on New Art Center’s website and entry info screens at both locations
$10K Art Patron Sponsorship

- Full page ad in our Gala Program Book, logo included in all gala digital marketing & onsite at event, & 8 Gala tickets
- Dedicated Social Media ad/ appreciation posts
- Discounted private team-building or other fun art events at New Art
- Recognition with logo at all New Art Exhibitions at the Trio Corridor
- Recognition with logo on New Art’s weekly marketing emails
- Recognition with logo on New Art’s monthly E-Newsletter
- Recognition on New Art Center’s website and entry info screens at both locations

$5K Signature Sponsorship

- Half page ad in Gala Program Book, logo included in all gala digital marketing & onsite at event, & 6 Gala tickets
- Recognition with logo on New Art’s weekly marketing emails
- Recognition with logo on New Art’s monthly E-Newsletter
- Recognition on New Art Center’s website and entry info screens at both locations

$2.5K Supporting Sponsorship

- Quarter page ad in Gala Program Book, logo included in all gala digital marketing & onsite at event, & 6 Gala tickets
- Recognition on New Art Center’s website and entry info screens at both locations
- Recognition with logo on New Art’s monthly E-Newsletter
Join us for a glamorous night to celebrate community-building through art at a private West Newton Hotspot.

Raising funds to expand our Cultural Access programs and experiences that make art accessible to everyone in our community regardless of income level.

Tickets include cocktails, dinner, dancing, live entertainment, and exclusive access to a curated art exhibition and auction by established and emerging artists!

Formal invitation forthcoming in March.

NEW ART BOARD OF GOVERNORS

Aimee Anderson  Nicola Day  Laura Sauter
Nancy Bauer  Robin Hicks  Kim Spencer
Lindsay Bentis  Alison Hong  Joelle Tomb
Jessica Black  Donnaly Kahn  Mai Uchida
Stephanie Boggs  Michael Kaufman  Sami Wakim
Viviana Bozon  Yvette Leeson  Mira Woods
Maria Bunker  Annie Newman
Ken Calhoun  Dewey Nichols
Susan Chapman  Kate Ploussios
Nickki Dawes  Gayatri Pradhan
ABOUT NEW ART CENTER

Since 1977, New Art has built community by lowering barriers to participation in the arts, and integrating the experience of art into everyday life.

Today, we envision the New Art Center as a highly visible, bold, anti-racist, inclusive leader in art education and community building that serves the greater Boston community with programs and opportunities both in our facility and beyond our walls. New Art believes that the practice of looking at, thinking about, and making art helps human beings solve problems, learn from their environment, build durable communities, and live meaningful lives.

EXCELLENT ART EDUCATION New Art offers a supportive culture that takes art and artists seriously, providing 400+ classes annually taught by faculty that includes some of the region’s most esteemed art educators. New Art offers an inclusive, multigenerational approach to art education that serves annually more than 3,000 students of all ages—children, teens, and adults—from beginners to advanced artists. Scholarships and tuition subsidies are available for adults, teens and children so that everyone can participate, regardless of income level.

ART EXHIBITIONS SHOWCASE LOCAL ARTISTS New Art’s long standing exhibition program showcases the artwork of students, faculty, and local artists. The BIPOC curatorial program highlights the artwork of local Black, Indigenous, and People of Color. The New Art Corridor at 245 Walnut Street hosts these exhibitions year round and is open to visitors 24/7, with additional exhibitions featured in local businesses and satellite galleries.

NEW ART’S CULTURAL ACCESS PROGRAM AS A COMMUNITY RESOURCE New Art has a robust and inclusive Cultural Access program, providing free art experiences that ensure that art is accessible to everyone. Programs include:

• Art as therapy programs for teens, and for women survivors of domestic abuse
• Inclusive art classes for adults with developmental delays and communication disabilities
• Youth leadership programs that build skills, confidence and empower the next generation of artists
• Community Cultural Days celebrate the many holidays of our diverse community through free family art activities, music and dance

INTERESTED IN SPONSORSHIP?

Please contact Emily O’Neil, Executive Director, at 617-964-3424 or emily@newartcenter.org