



KANELAND ARTS INITIATIVE SPONSORSHIP OPPORTUNITIES

Amazing Award Winning Programs

Each year, over 3,000 people gather for a full day of encouraging young people's involvement in arts endeavors and challenging youth to develop their abilities. The **only** free to the public, school district supported Fine Arts Festival in Illinois held during non-school hours, the **19th Annual Kaneland Community Fine Arts Festival (KCFAF)** will take place April 8, 2018 from 11:00am – 5:00pm at Kaneland High School. The Kaneland Community Fine Arts Festival is the Signature and Founding event of the Kaneland Arts Initiative. Student artwork is displayed at every turn, working visual artists provide hands-on arts encounters, and professional artists perform in the state-of-the-art auditorium, resulting in a powerful yet playful day of learning suitable for the entire family.

The **KAI Performance Series** has increasingly become more popular. Designed to bring full length quality performances to the Kaneland Community, the KAI Performance Series will showcase artists at the Kaneland Auditorium in throughout the school year. These events will provide a full year of multiple, **premium sponsorship visibility** for your corporation, welcoming over 2,000 more arts enthusiasts through our doors.

Instituted in 2012, **the KAI Artist in Residency** offers students *real world* Arts experiences as student connect with professional artists throughout the school year. With a grant generously provided by the Kaneland Foundation, KAI is able to bring artists into the classrooms and programs within the Kaneland District to discuss Arts careers. Students learn how the Arts play a contributing role in the world around them through the eyes and experiences of these professionals.

The Kaneland Arts Initiative is also an award winning event. In January 2010, KAI was awarded the *Illinois Alliance for Arts Education (IAAE) Public and Community Service Award*. In 2007, the Festival was awarded the *Distinguished Service Award of Merit by the Illinois Chapter of the National School Public Relations Association (INSPRA)*. Individuals, recently retired art teacher, Bonnie Whildin and retired Superintendent of Schools, Dr. Charles McCormick, were honored by the *Illinois Alliance for Arts Education (IAAE)* in 2011 for their work in KAI. In 2015, KAI received *Communications Contest Award of Merit* for their informational brochure.

Not "Just an Arts Event"....

The KAI is proud to provide events that promote more than the arts. Through the arts, our students learn valuable lessons that will become a part of them throughout their lives. *Your* support of the arts in the Kaneland Community provides your *future* employees with powerful educational opportunities that are proven to enhance workplace productivity! Dr. Elliot Eisner,

Professor of Education at Stanford University, notes "one of the first things that work as the arts develop is a sense of relationship, that nothing stands alone...every aspect of work affects every other aspect...the arts teach the ability to engage the imagination as a source of content...they are among the most powerful ways we become human". Additionally, noted by Dr. Margaret Kelly in *Teaching Across the Curriculum*, "In our growing global economy, it is critical that our students are not only instructed on the 'three R's' (reading writing and arithmetic) – but that the 'three C's' (creativity, cooperation, and communication) are utilized as well in optimizing productivity in our workforce."

The Community/Corporate Partnership

Thanks to the generosity of the Dunham Fund (\$25,000), and Kaneland Parent-Teacher Associations (\$8,000), KAI has committed funding as solid foundation for the upcoming community celebrations of the arts. It is the financial goal of KAI to match the generosity of the non-profit sector through for-profit community based individual donations and corporation sponsorships.

Visibility Opportunities

KAI event details are provided to all Kaneland Community Unit School District (CUSD) #302 parents and students through school delivered fliers, to community members through informational flyers and posters placed in prominent locations, and are released to many Chicagoland media outlets. Past festivals have drawn approximately 3,000 community members and approximately 2,000 more through the added events in the KAI Performance Series. Additionally, the www.kanelandartsinitiative.org website will contain a listing of corporate supporters.

About Kaneland CUSD #302

The mission of Kaneland CUSD #302 is to guide and challenge all students to acquire the knowledge, skills and values that will enable them to contribute to and successfully participate in a diverse, democratic society. The mission will be accomplished through a continued partnership of students, district personnel, parents, and other community members.

Each year, Kaneland CUSD #302 Fine Arts programs reach 4,600 youth in grades K-12 through the leadership of over 25 certified teachers and support staff and their classrooms, with the continual support of committed parents and community members.

We graciously thank you for your interest in supporting the growing Kaneland Community and are eager to partner with you to share the excitement surrounding for our unique, hands-on, arts programs provided by the Kaneland Arts Initiative.

KANELAND ARTS INITIATIVE SPONSORSHIP LEVELS & BENEFITS

Sponsorship & Benefit Levels	KAI Friend \$1 - \$99	Portfolio \$100 - \$249	Visionary \$250 - \$499	Masterpiece \$500 - \$999	Premiere \$1,000 +
<i>Name/logo listed in KAI event programs</i>	X	X	X	X	X
<i>Name/logo listed on signage at KAI events</i>	X	X	X	X	X
<i>Complimentary tickets to any KAI event *</i>	1	2	2	4	4
<i>Name listed on KAI event tee shirts</i>		X	X	X	X
<i>Logo printed on KAI event tee shirts</i>			X	X	X
<i>Advertisement in KAI event programs</i>			1/4 page	1/2 page	Full page
<i>Name/Logo included in all promotional/publicizing information for KAI events</i>				X	X
<i>Preferred seating, preview performances, special mentions for KAI events</i>					X

* Complimentary tickets do not include the Kaneland Community Fine Arts Festival as that event is FREE.

Sponsorship Visibility

ALL KAI events include

- Kaneland Community Fine Arts Festival (April 8, 2018)
- KAI Performance Series performances
- Projected total of 5,000 attendees for 6 events (The Festival and Performance Series events)
- Information distributed to entire Kaneland Community School District No. 302 population monthly
- Publicity begins ASAP
- KAI Website (www.kanelandartsinitiative.org)
- KAI Facebook page (www.facebook.com/KanelandArtsInitiative)
- KAI Twitter feed (@KanelandArts)
- KAI Pinterest account (www.pinterest.com/kai302)