



From the Ground Up: Sponsorship Opportunities

From the Ground Up is Arts Services Inc.'s bi-monthly professional development series designed for arts and culture professionals, administrators, and creative practitioners across Western New York. Each session delivers accessible, high-level learning that introduces new tools, ideas, and strategies, or refreshes familiar ones, helping participants strengthen their organizations and creative practices.

Topics range from fundraising and marketing to leadership, planning, and creative business skills. Sessions are offered both virtually and in person, making professional development more accessible to the region's creative community.

WHY SUPPORT ASI?

Supporting *From the Ground Up* is an investment in Western New York's creative community. ASI connects artists and cultural organizations to funding, training, advocacy, and one another. Sponsors gain visibility with engaged arts professionals while helping keep professional development accessible, high quality, and impactful for the region's arts sector.

CONTACT US:

To discuss sponsorship opportunities, contact Jen Swan-Kilpatrick at jen@asiwny.org, or (716) 833-3004 x.511

SPONSORSHIP PACKAGES

Full Series Sponsor - \$2,500

- Prominent logo placement in all program marketing materials
- Website link included across ASI's e-newsletters, social media, and website
- Year-round visibility for 12 months
- Formal acknowledgment during series events

Individual Session Sponsor - \$500

- Logo placement in marketing materials for the selected session
- Website link included in e-newsletters, social posts, and ASI website promotion for that session
- Targeted visibility with session participants and attendees

Other Opportunities

- **Event Space:** Provide a venue for an in-person session or workshop
- **Food & Beverage:** Donate catering or refreshments for attendees
- **Custom Opportunities:** Work with ASI to create a sponsorship aligned with your organization's expertise or resources