ARTSFAIRFAX

AWARDS

CELEBRATING VISIONARY CONTRIBUTIONS IN FAIRFAX COUNTY

SPONSORSHIP OPPORTUNITIES

Thursday, October 26, 2023
11:15am – 2:00pm

Capital One Hall
7750 Capital One Tower Road
Tysons, VA 22102

2023 ARTSFAIRFAX AWARDEES

The arts fuel a thriving, creative, and economically strong community in Fairfax County.

The ArtsFairfax Awards bring business, arts, and community leaders together with elected officials to celebrate the extraordinary contributions of artists, arts organizations, and the private sector in Fairfax County, the City of Fairfax, and the City of Falls Church.

Workhouse Arts Center
Jinx Hazel Award

The Jinx Hazel Award is ArtsFairfax's premier award recognizing an individual or organization whose vision and commitment has helped shape the cultural life of Fairfax County.

Lola Reinsch
Philanthropy Award

The Philanthropy Award recognizes an individual, corporation, or foundation that has provided leadership funding or long-term monetary support to the arts.

Inova Schar Cancer Institute in partnership with Smith Center for Healing and the Arts
Impact Award

The Impact Award recognizes an artist, arts organization, program, or activity that has provided significant engagement in the Fairfax community.

The Osher Lifelong Learning Institute at George Mason University
Education Award

The Education Award recognizes an artist or arts organization for providing exceptional arts education opportunities and experiences.

Clockwise from top left: The Workhouse Arts Center's production of the hilarious Tony Award-winning musical satire, *Urinetown,* is Helen Hayes Recommended (photo courtesy of Workhouse Arts Center); Lola Reinsch at an event with 1st Stage in 2018 (photo courtesy of 1st Stage); an Osher Lifelong Learning Institute class on Afro-Indigenous Traditions and Culture with the LADAMA Quartet (photo courtesy of George Addison); artists Hilaire, Anthony, Tiffany, and Caleb from the Inova Schar Cancer Institute's Artist in Residence program (photo courtesy of Inova Schar Cancer Institute). Front cover: sculpture by Jeane Sausele – Knodt (photo courtesy of Gregory R. Staley)

SPONSORSHIP BENEFITS

Become a Sponsor! Visit ArtsFairfax.org/Awards

Contact Debbie Mueller, dmueller@artsfairfax.org or (571) 395-4619, for more information or to request an invoice.

Mail checks payable to **ArtsFairfax** to: Debbie Mueller, ArtsFairfax, 2667 Prosperity Avenue, Fairfax, VA 22031

EVENT RECOGNITION	Table Sponsor $3,000	Patron Sponsor $5,000	Lead Sponsor $10,000	Premier Sponsor $15,000	Visionary Sponsor $25,000
Tickets to ArtsFairfax Awards	8	8	16	16	16
Logo Recognition on Event Webpage, Event Program, and Event Eblasts	•	•	•	•	Plus Video Sponsor Message on Event Webpage
Video Projections During Event	Logo	Logo	Logo	Logo & Printed Sponsor Message	Logo & Video Sponsor Message
Color Ad in Event Program		Half Page	Full Page	Full Page	Full Page
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Logo on Event Invitation			•	•	•
Event Press Releases			Listing	Listing	Quote from Sponsor
Opportunity to Select One Special Recognition Option Below				Reception, Parking, or Awards	Reception, Parking, or Awards
YEAR-ROUND RECOGNITION					
Annual Report Listing	•	•	•	•	Plus Sponsor Spotlight Photo & Caption
ArtsFairfax Website Footer				Logo & Link through June 30, 2024	Logo & Link through June 30, 2024
ArtsFairfax E-Newsletters (Two Issues Per Month)					Logo & Link through June 30, 2024
SPECIAL RECOGNITION OPTIONS AVAILABLE TO PREMIER AND VISIONARY SPONSORS (in addition to benefits above)					
Reception Sponsor	Exclusive recognition for one sponsor on signage during the pre-event reception; logo on signage at the bar; named specialty drink during reception				
Parking Sponsor	Exclusive recognition for one sponsor on electronic parking passes provided in advance to all ArtsFairfax Awards guests; logo on printed signage at parking garage entrance; logo on digital sign to garage access from the Capital One Hall Atrium				
Awards Sponsor	Exclusive recognition from podium for one sponsor that made it possible for ArtsFairfax to commission the Awards artist; Awards artist and guest will be seated at one of your tables; opportunity for a sponsor representative to be on stage for presentation of the Jinx Hazel Award — our highest honor				

EVENT EXPOSURE

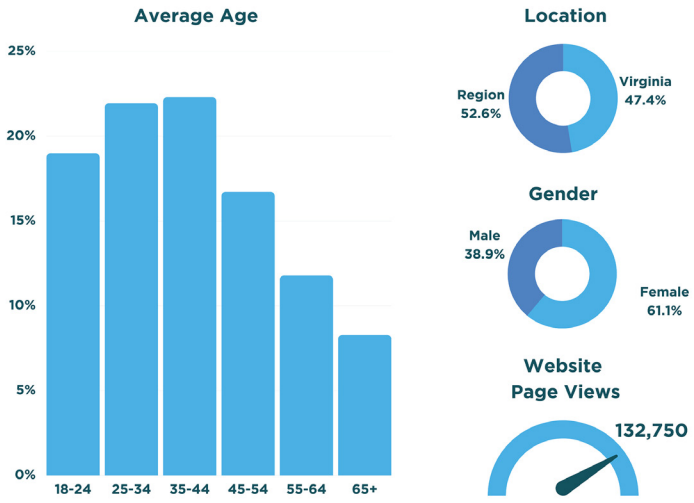
Social Media Insights

	Profile Visits	Followers	Reach
Facebook	2,129	1,438	14,483
Instagram	1,895	1,772	22,453
Twitter	1,000	1,520	1,491

Email Insights

- 214,356 Sends
- 72,853 Opens
- 2,981 Clicks

Website Audience Engagement



The graphics reflect data collected from the following:
Website (March 2022 – March 2023 via Google Analytics); Facebook and Instagram (March 2022 – March 2023); Twitter (March 2023); and Email (March 2022 – March 2023).

VIRGINIA LIVING

L-R Beverly Cosham, Chairman Jeff McKay, Congressman Gerry Connolly, Mark Brutsche, Virginia State Senator Jennifer Boysko, Supervisor Walter Alcorn, Linda Sullivan, Scott Cryer.

Fairfax County Board of Supervisors Chairman Jeff McKay with a County Proclamation.

▸ TYSONS

ArtsFairfax Awards

Capital One Hall

This sold-out luncheon attracted nearly 400 guests to raise a record $186,000 for Fairfax County arts and culture organizations and programming. Honorees included philanthropists Gary and Tina Mather; host venue, Capital One Hall; Fall for the Book Festival; and Mark Brutsché, Young Actors' Theatre's artistic director. Also in attendance, county executive Bryan J. Hill, who announced Danielle Badra as the 2022-24 Fairfax Poet Laureate.

U.S. Congressman Gerry Connolly

L-R: Stephen Gavula, Stefanie Jenkins, Anne Fletcher, Jonathan Griffith, BOS Chairman Jeff McKay, Supervisor Dalia Palchik, Linda Sullivan, Scott Cryer.

ArtsFairfax Awards coverage in the April 2023 issue of *Virginia Living*.

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VISION STATEMENT Fairfax County supports a thriving arts and culture community accessible to all.

MISSION STATEMENT ArtsFairfax is dedicated to expanding support for and access to arts and culture opportunities for all of Fairfax County.