



ARTSFAIRFAX AWARDS

CELEBRATING
VISIONARY CONTRIBUTIONS
IN FAIRFAX COUNTY

**SPONSORSHIP
OPPORTUNITIES**



Friday, October 25, 2024
11:15am - 2:00pm

Capital One Hall

7750 Capital One Tower Road
Tysons, VA 22102



2024 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.



Peterson Family Foundation

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.



Anne R. Kline

Philanthropy Award

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



We Rock Cancer

Innovation Award

The Innovation Award recognizes an organization or individual that has implemented nontraditional or inventive approaches to their art form and/or has uniquely engaged audiences in the arts during the past five years.



Shu-Chen Cuff

Achievement Award

The Achievement Award recognizes outstanding career achievements of an artist in any discipline who has produced works that have made a lasting contribution to their discipline and/or the community.

Clockwise from top left: Carolyn and Milt Peterson (photo by Evan Cantwell); Anne Kline and Geoffrey Pohanka at the 2023 Wolf Trap Ball (photo by Tony Powell); "Solitaire" by Shu-Chen Cuff, performed at Atlas Intersections Festival (photo by Ruth Judson, courtesy of Gin Dance Company); Dr. Isabella Camacho-Hubbard performs a skin cancer screening on We Rock Cancer Volunteer Maya Goyal at WE ROCK CREEK PARK, March 25, 2023 (photo by Jerry Frishman/JF Photoman).

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 \$30,000
Tickets to ArtsFairfax Awards	8	8	16	16	24
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
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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	
YEAR-ROUND RECOGNITION					
Annual Report Listing	•	•	•	•	Plus Sponsor Spotlight Photo & Caption
ArtsFairfax E-Newsletters (Two Issues Per Month)					Logo & Link through June 30, 2025
SPECIAL RECOGNITION OPTIONS AVAILABLE TO PREMIER SPONSORS (in addition to benefits above)					
Reception Sponsor	Exclusive recognition for one sponsor on large video signage during the pre-event reception; logo on signage at the bar; named nonalcoholic specialty drink during reception				
Parking Sponsor	Exclusive recognition for one sponsor on parking instructions eblast 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
2,900	2,066
1,900	2,024
1,100	1,531

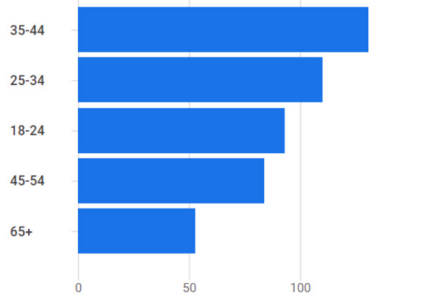
Reach
25,741
12,577
1,550

Email Insights

248,042 Sends
88,906 Opens
7,030 Clicks

Website Audience Engagement

Users By Age



Users by Country



Gender



Website Page Views



The graphics reflect data collected from the following:

Website (March 2023 - March 2024 via Google Analytics 4);
Facebook and Instagram (March 2023 - March 2024); Twitter (March 2024); and
Email (March 2023 - March 2024).



Guests enjoy the reception at the 2023 ArtsFairfax Awards.
(Photo credit: A.E. Landes Photography)



Violinist Anthony Hyatt performs at the 2023 ArtsFairfax Awards.
(Photo credit: A.E. Landes Photography)

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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.