



41st ANNUAL ARTS AWARDS

BABY I'M A STAR

November 5, 2021

HYBRID COMMUNITY GALA

JOHN LYMAN CENTER for the PERFORMING ARTS + STREAMING ONLINE

RED CARPET 6-7pm | CEREMONY 7pm-8pm | AFTERPARTY 8-10pm

The mission of the Arts Council is to advance Greater New Haven by providing leadership and support to our diverse arts community. We envision a thriving arts community at the heart of Greater New Haven and believe that art, culture, and creativity are fundamental human rights.

Last year was an extraordinary year! Due to the COVID-19 pandemic, the Arts Council celebrated our 40th Annual Arts Awards virtually highlighting the theme Resiliency to celebrate our milestone anniversary and frame the challenges the pandemic. This year, we will be celebrating our 41st Annual Arts Awards with a hybrid event – a celebration that encompasses both a safe in-person event and a way for people to safely enjoy the festivities from home.

Our theme **Baby I'm a Star** will celebrate teachers, mentors, and education advocates who are essential to our community, especially this past year. In addition to presenting our traditional awards, the Arts Council will also commission a documentary film that will be screened during the Arts Awards and feature our awardees, vital conversations, and special performances.

With the help of our generous sponsors, tickets for this event will be equitable and we will accept donations for our [Greater New Haven Creative Sector Relief Fund](#). Private Watch Parties will take place across our region again, and we will provide discounts on food and drink plus Arts Awards giveaways.

As one of our 41st Annual Arts Awards Sponsors, you will not only exemplify the mission and vision of the Arts Council but help to lift and celebrate the educators, mentors, and teachers within our creative community who have and continue to be the unsung heroes within our creative ecosystem.



HYBRID COMMUNITY GALA SPONSOR TITLES

\$500 PARTNER

1 reserved seat at awards event

Verbal Acknowledgement during 41st Annual Hybrid Arts Awards
Acknowledgment on all marketing material associated with event including press releases, website, virtual invitation, and social media

\$1,000 ALLY

2 reserved seats at awards event

All the benefits of Partner PLUS

Placement of promotional materials in our ART41 Viewing Kit distributed to Watch Parties
Opportunity to create short promotional video that will be shown during Hybrid Arts Awards

\$2,500 COLLABORATOR

4 reserved seats at awards event

All the benefits of Ally PLUS

Help underwrite our live performance
Special placement of logo on all marketing material associated with event including press releases, website, invitation, and event signage

\$5,000 VISIONARY

6 reserved seats at awards event

All the benefits of Collaborator PLUS

Help underwrite our Commissioned Film Project
Logo placed on ART41 Viewing Kit
Special branded item giveaway



ABOUT THE ARTS AWARDS

The Arts Awards is our signature event that not only benefits the Arts Council but also celebrates the vital contributions and enduring dedication of exceptional individuals and organizations in our creative sector. Recipients are selected based on nominations from the general public, and narrowed down to five awardees by an external jury. In addition, the Arts Council awards the *C. Newton Schenck III Award for Lifetime Achievement in and Contribution to the Arts* to an individual who has spent their career embracing and endorsing the arts.

But it's much more than a day! Here's a taste of how the process works. The sooner you join as a sponsor, the more visibility you will receive:

- June 2: Arts Council's Annual Meeting – Virtual 100+ Guest
Announce theme, Lifetime Achievement Award winner, branding, + key sponsors
- June-July: Public Nominations + Ticket Sales
- July: Announce Arts Awards Commissions
- September: Announce Recipients
2k+ members | 6k Facebook | 3k+ Instagram | 5k+ Weekly Website Views
Announce 5 recipients for theme Baby I'm a Star with photography by Lotta Studios
- September: Announce Arts Awards Commissions
2k+ members | 6k Facebook | 3k+ Instagram | 5k+ Weekly Website Views
Announce commissioned projects from past Arts Awards recipients
- October: Private Lunch with Lifetime Achievement Recipient
15-30 Guests (depending on CDC Guidelines)
Gather recent recipients to meet and celebrate the legacy of Newt Schenck
- September-October: Event Marketing
2k+ members | 6k Facebook | 3k+ Instagram | 5k+ Weekly Website Views
Promote the recipients, commissioned project(s), Sponsors and event itself via social media, + advertising
- November 5th: 41st Annual Arts Awards
The main event!
150+ main event (depending on CDC Guidelines)
2,000+ online



ARTS COUNCIL HISTORY

Founded in 1964, the Arts Council of Greater New Haven has provided steadfast leadership and advocacy for artists, arts organizations and audiences in the Greater New Haven region including the towns of Milford, Orange, Woodbridge, Branford, Bethany, East Haven, Guilford, Hamden, Madison, Meriden, New Haven, North Haven, North Branford, Wallingford, and West Haven. The Arts Council is a regional non-profit membership organization dedicated to enhancing, developing and promoting opportunities for artists, arts organizations and audiences throughout the area. The Council strives to build a vibrant artistic and cultural community that is representative of all arts disciplines, fiscally strong, supportive of individual artists and organizations, rich in ethnic and socioeconomic diversity, and accessible to all audiences.

Working in partnership with the City of New Haven, the Arts Council took the lead in the development of the Audubon Street Arts Center, a mixed-use district of arts organizations, arts schools, performance and exhibition spaces where people live, work and shop. In 1986 the Council purchased several parcels of land on the street which it leased to a developer who built the housing, retail, office building and parking garage that make up the street's commercial development. This 99-year land lease generates a steady annual income. During the late 1980's, the Arts Council built a 28,000 square foot building on the remaining parcel of land Audubon Street, which it sold as condominiums to the Community Foundation and Artspace (eventually purchased from Artspace by ACES/ECA), retaining 5,000 square feet for its own offices.

In 1996, the Council commissioned Wolf and Associates to conduct a cultural pre-planning process in preparation for the creation of a New Haven Regional Cultural Plan, a collaborative effort to create a sustainable cultural community. While the Regional Cultural Plan was underway, the Arts Council provided administrative support to the organization. This effort mobilized the corporate, civic, educational and philanthropic communities to address issues such as the growth and development of arts, assurance of full participation, advancement of arts education, economic stabilization of arts organizations and carrying out comprehensive marketing and facilities plans. In 2002, the Arts Council adopted the goals of the plan to position New Haven as the creative center of Connecticut. The Greater New Haven Stabilization Project was launched as an outcome of the plan. This important program led major arts and cultural organizations through a rigorous process to learn new management and fiscal skills, helping them increase working capital and invest in infrastructure.

Today, keeping in alignment with our mission while also continuing our leadership developing the Audubon Arts District, the Arts Council will open a new creative Incubation Space at our office on 70 Audubon Street that will be an open venue, completely free for our community to use. Additionally, in honor of Frances "Bitsie" Clark, who was the Arts Council's longest serving Executive Director, we will name our new renovated lobby *Bitsie's Living Room* helping to serve the original intent of the Arts Council headquarters to be a place where artists and community members can come together to learn, connect, and create.



GREATER NEW HAVEN CREATIVE SECTOR RELIEF FUND **Expanding to Center Racial Justice**

The initial intent of our [Greater New Haven Creative Sector Relief Fund](#) was to quickly distribute financial assistance to low-income individual creatives and small-budget arts institutions most impacted by COVID-19. Launched in March 2020 in partnership between the City of New Haven's Department of Arts + Culture and Arts Council of Greater New Haven, this fund has now provided **420** grants totaling **\$175,380**.

This fund will continue with a new focus on economic and racial justice. Our hope is to support an equitable, anti-racist recovery for our community by investing in Black, Brown, and Indigenous artists. This aligns with the shared efforts of our organizations to fight systemic racism and white supremacy culture in the arts sector and the ever-widening wealth gap due to the pandemic.

Eligible artists will receive a \$10,000 cash award to support their lives and careers, from childcare to paying off debt, purchasing equipment to hiring collaborators, producing new work to saving for the future. No strings attached. This will provide these artists with the recognition they deserve and the financial stability they need to navigate this critical moment.

The application process will be flexible, relational, and equitable. Community members will nominate artists to receive this award; artists can also self-nominate themselves. An advisory board of Black, Brown, and Indigenous community members is leading the entire process and make final selections. At this time, we anticipate granting 10 artists with this award.

Donations collected during our 41st Annual Arts Awards will go into the Fund and help support even more Black, Brown, and Indigenous artists this year.

