



42nd ANNUAL ARTS AWARDS
LIGHTS, CAMERA... FASHION!
DEC 2, 2022

COMMUNITY GALA
JOHN LYMAN CENTER for the PERFORMING ARTS
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 our theme *Baby I'm a Star* celebrated teachers, mentors, and education advocates who are essential to our community, especially during the past few years. In addition to presenting our traditional awards, the Arts Council also commissioned a documentary film from Black Haven that was screened during the Arts Awards and featured our awardees, vital conversations, and special performances.

Lights, Camera ... Fashion! This year, the Arts Council of Greater New Haven is excited to announce that the 42nd Annual Arts Awards is dedicated to fashion and style. Winners will be nominated by the community and selected by an independent jury. This long-standing event is a wonderful celebration of the amazing talent and dedication that enrich our region. We can't wait to celebrate the individuals, artistic teams, businesses and organizations that celebrate this theme!

We are happy to announce that leading the group of awardees this year is Burton Alter who will receive the *C. Newton Schenck III Award for Lifetime Achievement in and Contribution to the Arts*.

With the help of our generous sponsors, tickets for this event will be equitable and we will accept donations for our ever growing grant programs designed to support individual artists and small creative organizations within our region.

As one of our 42nd Annual Arts Awards Sponsors, you will not only exemplify the mission and vision of the Arts Council but help to lift and celebrate those individuals, organizations, and local businesses that make a difference to our community in the area of fashion, hair, and makeup!



COMMUNITY GALA SPONSOR TITLES

\$250 FRIEND

2 tickets at awards event

Verbal Acknowledgement during 42nd Annual Arts Awards
Acknowledgment on all marketing material associated with event including press releases,
website, virtual invitation, and social media

\$500 PARTNER

4 tickets at awards event

Verbal Acknowledgement during 42nd Annual Arts Awards
½ page AD in digital program booklet
Acknowledgment on all marketing material associated with event including press releases,
website, virtual invitation, and social media

\$1,000 ALLY

6 tickets at awards event

All the benefits of Partner PLUS

Full page AD in digital program booklet
Opportunity to have promotional materials on view during ART42
Opportunity to create short promotional video that will be shown during Arts Awards

\$2,500 COLLABORATOR

10 tickets at awards event

All the benefits of Ally PLUS

Help support the local artists who come together to make this event possible including: graphic
design, photography, award sculptures, and much more!
Special placement of logo on all marketing material associated with event including press
releases, website, invitation, and event signage

\$5,000 VISIONARY

20 tickets at awards event

All the benefits of Collaborator PLUS

Help underwrite our ART42 live performance
Special branded item giveaway
Opportunity to introduce live performance at the awards event



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
Announce theme, Lifetime Achievement Award winner, branding, + key sponsors
- June-July: Public Nominations + Ticket Sales
- September: Announce Recipients
3k+ members / 7k Facebook / 5k+ Instagram / 10k+ Weekly Website Views
Announce 5 recipients for theme Lights, Camera... Fashion! with photography by Lotta Studios
- September-October: Event Marketing
3k+ members / 7k Facebook / 5k+ Instagram / 10k+ Weekly Website Views
Promote the recipients, artist collaborators, sponsors and event itself via social media, + advertising
- December 2nd: 42nd Annual Arts Awards
The main event!
250+ main event (depending on CDC Guidelines)
1k+ online views of livestream



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 on 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.



