



*Celebrate Clayworks!*

An annual auction to support the mission of Clayworks

## Sponsorship Proposal



CLAYWORKS

# Event Details

On Saturday, April 29, 2023, Clayworks will host our annual fundraising event, Celebrate Clayworks!, featuring a silent auction. Celebrate Clayworks! supports Clayworks' multi-year Double the Impact campaign to greatly expand the organization's reach in the Charlotte community.

Celebrate Clayworks! has strategic and ambitious financial goals to allow the organization to fulfill its mission and expand our reach into the community. These funds are critical in supporting our growth initiatives aimed at meeting community demand for our programs.



## *Our Mission*

Clayworks is a nonprofit organization dedicated to the promotion of ceramic arts, advancement of artists and students and enrichment of the communities it serves.



# Impressions



250 Fundraiser  
Invitations Sent



5830 Email  
Addresses



4160 Social Media  
Followers

# Sponsorships

Corporate and individual sponsorships are essential to the success of this event, as they will underwrite event expenses and supplement funds generated by ticket sales and auction proceeds.

## Levels

\$5,000 – Presenting Sponsor

\$2,500 – Signature Sponsor

\$1,000 – Leadership Sponsor

\$500 – Host Sponsor

\$250 – Individual Sponsor

## Benefits

Sponsorship commitments made prior to Tuesday, March 3, will be on the printed invitations.

Sponsorships include admission tickets, recognition in all event publicity including social media, and recognition at the event.

# Programs at Clayworks 2021-2022

## 138 ONE DAY WORKSHOPS OFFERED



**34** raku firing workshops



**85** wheel workshops



**13** family workshops



**6** specialty workshops

**12** schools served:



**56** school programs

### ADULT CLASSES:

**108** adult classes

**1,355** adult students

## CULTURE BLOCKS PROGRAMING

**7** Charlotte Mecklenburg Libraries and Recreation Centers

**4,030** air dry clay kits



**18** instructional videos

**52** virtual hands on workshops

**626** total virtual participants

**36** in-person hands on workshops

**522** total in-person participants

# Sponsorship Benefits

PRESENTING  
\$5,000

SIGNATURE  
\$2,500

LEADERSHIP  
\$1,000

Admission tickets to  
Celebrate Clayworks!



8 tickets



6 tickets



4 tickets

\* Your company logo and  
name listed in printed  
event program



\* Your company's logo and  
name listed on event  
web page with hyperlink  
to your website



Your company name  
and logo printed on  
event invitation



Mention on Clayworks  
social media platforms



Company name  
announced at event



## Individual Sponsorships

Host Sponsor	\$500	2 tickets included and 2 raffle tickets included
Individual Sponsor	\$250	2 tickets included

\* denotes included for Individual Sponsors