

An annual auction to support the mission of Clayworks

Sponsorship Proposal





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



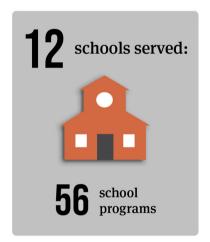
85 wheel workshops



13 family workshops



6 specialty workshops



ADULT CLASSES:

108 adult classes

1,355 adult students

CULTURE BLOCKS PROGRAMING

Charlotte
Mecklenburg
Libraries and
Recreation
Centers







626 total virtual participants



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
Individual Sponsor

\$500

2 tickets included and 2 raffle tickets included

\$250 2 tickets included