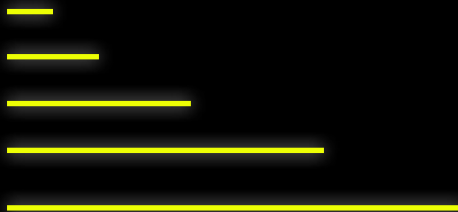


Everson  
Museum  
of Art



**ENERGY**  
**EXCITEMENT**  
**ENTERTAINMENT**

The Everson  
**SOCIAL**



**Thursday, October 13, 2022**

**5:30—9:00pm**

We're pushing pause on our Annual Picnic to present The Everson Social, our premier fundraising event of 2022. It's time to shake things up with an arts experience like no other, featuring honored guests, cocktail and culinary concoctions, electrifying entertainment, and an opportunity to support Everson exhibitions and programs. You don't want to miss this one-of-a-kind event!

**2022 Honorees**

**Everson Medal**

Demonstrated leadership and support for the Everson

**Jessica Arb Danial**

**Distinguished Service Award**

Lifetime service and support of the Everson and the larger cultural community

**Patricia Miller**

**Lifetime Volunteer Achievement Award**

Everson volunteer service of twenty years or more

**Sandra DiBianco** (posthumously)

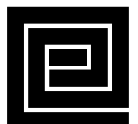
**Event Details**

Open seating, sponsored cocktail hour, local cuisine by Pure Catering & Events, and a special performance by Versa-Style. All proceeds benefit the Everson.

**Tickets**

Individual tickets: \$250

Purchase tickets at [everson.org/social](https://everson.org/social), by mail, or call (315) 474 6064 x301.





## The Everson Museum of Art Presents: **Versa-Style** (October 11–15)

### About Versa-Style

Versa-Style is a Los Angeles-based dance troupe that promotes, empowers, and celebrates the artistry of Hip Hop and street dance culture through performances that activate and educate audiences.

Named “Los Angeles’ Best Dance Troupe for Hip Hop Empowerment” by LA Weekly, Versa-Style provides

electrifying performances and inspiring engagement activities for schools and local communities. Consisting of a diverse group of committed and highly skilled street dance artists and educators, Versa-Style Dance Company harnesses the exhilarating energy of street dance onto the concert stage for an unforgettable experience.

### Performance Schedule

#### Tuesday, October 11 —Friday, October 14

Two daily performances for Syracuse City School District students.

#### Friday, October 14 (7:00pm)

Ticketed performance open to the entire community!

#### Thursday, October 13

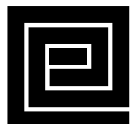
Versa-Style will provide a special evening performance for the attendees of **The Everson Social**.

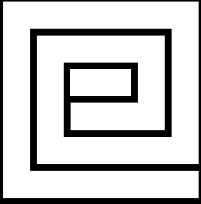
#### Saturday, October 15

Free Community Day hosted by the Everson that includes family hip hop workshops and other engaging and educational activities.

### Benefits of Sponsorship

Sponsoring the **Versa-Style residency** and **The Everson Social** provides businesses an opportunity to promote their brand to Everson donors, patrons, community members, and area students. Our presenting sponsorship includes a video advertisement, which will play prior to all eleven Versa-Style performances in our auditorium. Additionally, sponsors will be highly visible on-site and in all print and digital promotional materials. The residency will receive ample coverage from local media outlets in which sponsors will be credited. See the complete list of benefits on the following page.





# The Everson **Social & Versa-Style** Sponsorship Opportunities

Support the Everson and enjoy great benefits! All sponsors will be recognized on the Everson website, email marketing, social media, The Everson Social program, and the Everson Bulletin. Sponsorship funds support the exhibitions and education programs that serve our community.

## Presenting Sponsor \$10,000



- 10 tickets to Everson Social (\$2,500 value)
- Preferred seating for Versa-Style performance
- 30-second video shared on event page and all Everson platforms (Aug-Oct)
- Full-page ad in Everson Social program
- Logo placement on invitation, website, and all print/digital event and residency promotional materials
- Press release and feature article on sponsorship included in Everson Bulletin, website, and e-mail marketing
- Brand visibility at Everson Social, Versa-Style residency performances, and Oct. 15 Free Community Day
- 10 Tickets to Friday, Oct. 14 evening Versa-Style performance (\$400 value)
- Meet-and-greet with Versa-Style performers at Everson Social
- 25 Museum guest passes

## Legacy Sponsor \$5,000



- 8 tickets to the Everson Social (\$2,000 value)
- Preferred seating for Versa-Style performance at event
- 15-second video shared on event page and Everson platforms (Aug-Oct)
- Half-page ad in Everson Social program
- Logo placement on invitation, website, and all print/digital event promotional materials
- Brand visibility at Everson Social, Versa-Style residency performances, and Oct. 15 Free Community Day
- 8 Tickets to Friday, Oct. 14 evening Versa-Style performance (\$320 value)
- 15 Museum guest passes

## Leadership Sponsor \$2,500



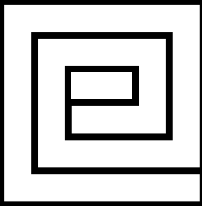
- 4 tickets to the Everson Social (\$1000 value)
- Logo placement on website (Aug-Oct)
- Quarter-page ad in Everson Social program
- Logo on digital event promotional materials
- 4 Tickets to Friday, Oct. 14 evening Versa-Style performance (\$160 value)
- 10 Museum guest passes

## Contributor \$1,000



- 2 tickets to the Everson Social (\$500 value)
- Logo placement on website (Aug-Oct)
- Logo in Everson Social program
- 2 Tickets to Friday, Oct. 14 evening Versa-Style performance (\$80 value)
- 5 Museum guest passes

Contact Lisa Pachmayer at (315) 474-6064 x307, [lpachmayer@everson.org](mailto:lpachmayer@everson.org), or visit [everson.org/social](http://everson.org/social).  
Make checks payable to Everson Museum of Art, 401 Harrison Street, Syracuse, NY 13202.



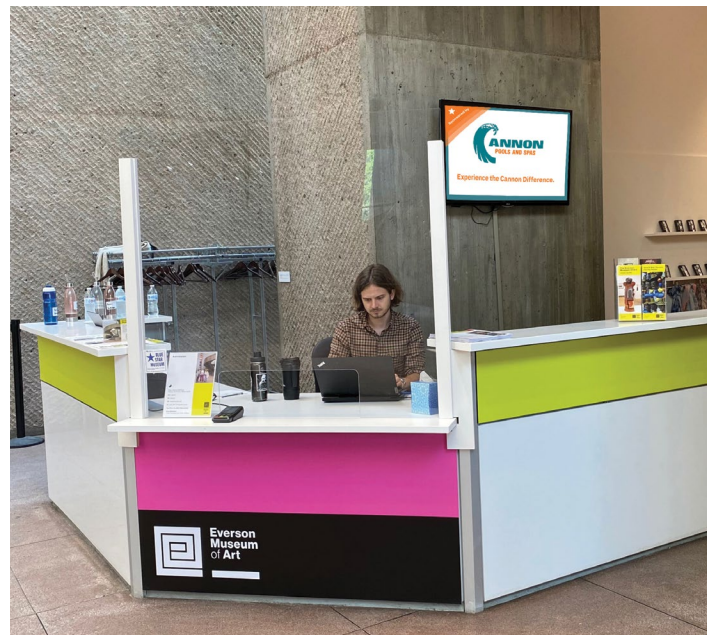
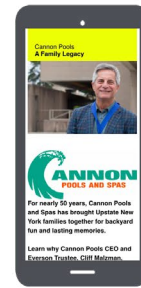
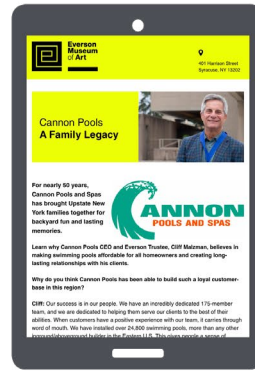
# Sponsorship Visibility

Depending on the level of sponsorship selected, your company name, logo, and profile will be featured in various marketing materials inside the Museum and throughout all communication platforms including but not limited to the Everson Bulletin, website, email, social media, and on-site displays/signage.

## Visibility Reach



- 35,500 website views per month
- 28,000 email subscribers
- 32,000 social media followers
- 3,200 Bulletin households (mailed 3x/year)
- 2,000+ visitors per month (fall season)



## Sponsor Deadlines

**August 25:** Logos due for inclusion on mailed event invitation (Presenting Sponsors only)

**September 15:** Logos and program ads due (all sponsor levels)