

SPONSORSHIP OPPORTUNITIES

How to be
a pART of ART
and support
your community

ArtLeagueofOceanCity.org



MISSION & VISION OF THE ART LEAGUE OF OCEAN CITY

MISSION: To promote artistic expression and appreciation for the creative arts in our community.

VISION: To be a cultural center and regional catalyst, inspiring creativity, providing accessibility to and promoting an understanding of the value of the arts.

ArtLeagueofOceanCity.org



How the Art League supports the arts & community

FREE ADMISSION The Art League operates the 7,500-sq. ft. Ocean City Center for the Arts on 94th St. bayside with free admission. *Since 2013, 136,888 people have visited the Arts Center with 11,274 visitors in 2021.*

FREE EXHIBITIONS All art exhibits at the Arts Center are free to the public, with new exhibits every month. The public is also welcome to the free First Friday receptions every month. *1,603 guests attended in 2021.*

ART CLASSES Art classes are held year round at the Arts Center and also on Zoom for all ages and skill levels. Students connect with each other and express themselves through art. *In 2021, 502 classes served 3,866 students.*

FEEDING THE HUNGRY The Art League partners with Diakonia annually on The Empty Bowl Project to raise funds for the food pantry and to support our outreach programs. *\$65,179 has been raised to date.*

SCHOLARSHIPS Since 1991, the Art League has awarded scholarships to college-bound local art students. *To date, 69 scholarships awarded with a new \$5,000 Beckstead Award.*

SERVING THE DISABLED The Art League serves clients of the Worcester County Developmental Center with in-person and online art classes. *384 served to date in 2021.*

FREE AFTER-SCHOOL ART CLASSES Enrichment programs at Buckingham Elementary School in Berlin provide after school art activities. *97 classes in 2021 served 1,331 students.*

FREE FAMILY ART DAYS Free hands-on workshops at the Arts Center lets families create art together.

FREE ART & SOUL In-person classes for those dealing with stress, addiction, trauma, or grief with projects designed to focus on centering and healing. In 2021, a licensed mental health professional taught students how to create their own mandalas as a mindfulness and healing activity.

FREE PERFORMANCES Free Originals Only performances every month give a safe, alcohol-free outlet to up-and-coming musicians.

YOUTH ART EXHIBITS The Art League holds three youth art exhibits a year, allowing younger members of the community to get involved in the arts, establish themselves as participating members of the art community, and enhance their self esteem.

FELLOWSHIPS The Art League provides fellowships and stipends every year to outstanding local artists who make an artistic and cultural difference in the community. *Five fellowships through 2022.*

FREE CREATIVE KIDS/TEEN CLASSES Free art classes geared towards children from underserved communities - both in-person and online.

SUMMER ART ADVENTURE CAMP The Art League partners with Ocean City Park & Rec for five week-long camp sessions in July and August for children ages. *196 children attended in 2021.*

DIVERSITY, EQUITY, AND INCLUSION Middle school students participated in a Diversity, Equity, & Inclusion program. *In 2021, 98 students participated.*

FREE EVENTS IN POCOMOKE CITY With Worcester Co. Health Dept., in-person event at Pocomoke River State Park in May 2021 geared towards at-risk teens and their parents. Also a free online, after-school, 8-week art program for students at Pocomoke Elementary School. *367 served.*

FREE HEALING ARTS With Worcester Youth & Family Counseling, granted by the Community Foundation of the Eastern Shore, art classes for counseling clients and those in mentor programs and addiction recovery. *625 students in 2021.*

SAND CASTLE HOME TOUR Every year for 17 years, the Art League sponsors the annual and very popular Sand Castle Home Tour that initially provided funds to build the Ocean City Center for the Arts and now keeps it free to all. The Home Tour funds make many of our outreach programs possible. *1,837 attended virtual tour in Oct. 2021.*

OCEAN CITY FILM FESTIVAL The Art League produces the annual Ocean City Film Festival, now in its 6th year, bringing culture to the shoulder season in the resort and encouraging independent filmmakers. The festival also sponsors monthly streaming Film Nights.

PUBLIC ART The Art League participates in public beautification with the Ocean City Development Corp.'s utility box painting project as well as partnering with local hotels and businesses on public art projects.



ART LEAGUE OF OCEAN CITY
CENTER FOR THE ARTS

AN OPPORTUNITY TO SUIT YOU

- pARTnerships as Members, Donors, Corporate Partners, Legacy Partners
 - Event Sponsors: Sand Castle Home Tour, Ocean City Film Festival, Arts Day, Artists Paint OC, Party of the Year, ArtX, and more
 - Special 2022 Projects: School outreach, First Fridays, etc.
 - Other opportunities: Education, college scholarships, public beautification, arts & healing programs

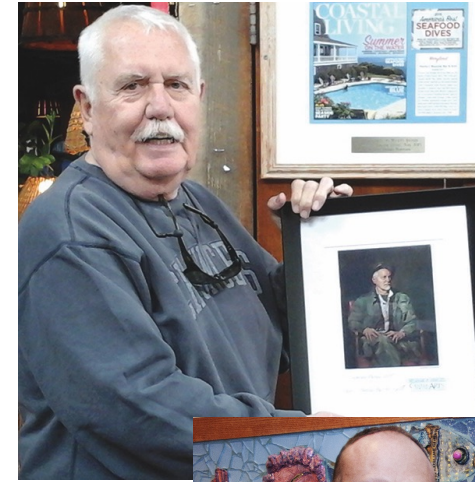
[ArtLeagueofOceanCity.org](https://www.artleagueofoceancity.org)



Corporate pARTners

Join our growing list of Corporate pARTners who help make Ocean City and Worcester County better places to live and cultural destinations.

Your pARTnership supports the nonprofit Art League of Ocean City and the Ocean City Center for the Arts and our mission to promote the arts in our community.



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THE BENEFITS OF CORPORATE PARTNERSHIPS

INCLUDE

	GAUGUIN \$250 - \$499	CEZANNE \$500 - \$999	MONET \$1,000 - \$1,499	RENOIR \$1,500 - \$2,499	VAN GOGH \$2,500 - \$4,999	PICASSO \$5,000 +
Community recognition	■	■	■	■	■	■
Company name displayed on our Donor Wall	■	■	■	■	■	■
Company link on our website	■	■	■	■	■	■
Company name in publications	■	■	■	■	■	■
Personalized framed recognition artwork	■	■	■	■	■	■
Invitations to exclusive events	■	■	■	■	■	■
Discounts on classes and artwork purchases	■	■	■	■	■	■
Membership benefits	■	■	■	■	■	■
Discounted facility rental - 20% off		■	■	■	■	■
Two tickets to Sand Castle Home Tour			■	■	■	■
Two tickets to Sand Castle Home Tour Cocktail Party				■	■	■
Two passes to Ocean City Film Festival				■	■	■
Team building art project for up to 12 people					■	■

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Sand Castle Home Tour Sponsors

The annual Sand Castle Home Tour is now back in-person in 2022, giving you the opportunity to reach our 1,000+ tour takers who will be coming to Ocean City for the annual event. Select from 6 levels of sponsorships with benefits to suit your needs.

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ART LEAGUE OF OCEAN CITY

SAND CASTLE HOME TOUR SPONSORSHIP LEVELS

INCLUDE	UMBRELLA \$250 - \$499	SEASHELL \$500 - \$999	BOARDWALK \$1,000 - \$1,499	SAND \$1,500 - \$2,499	OCEAN \$2,500 - \$4,999	MARLIN \$5,000 +
Logo on website scrollbar & sponsor page	■	■	■	■	■	■
Listing in resources & special offers page		■	■	■	■	■
Clickable logo link in e-blasts			■	■	■	■
Name permanently on Wall of Giving at Arts Center			■	■	■	■
Print ad in Home Tour guidebook	listing	quarter page	half page	half page	full page	full page
Tickets to Sand Castle Home Tour Cocktail Party				2	2	4
Passes to in-person Sand Castle Home Tour	1	2	2	2	2	4
Passes to virtual Sand Castle Home Tour	2	4	6	10	20	30
Social media posts				■	■	■
Featured home page banner ad on website					■	■
On-site presence at in-person home tour					■	■
Promotional custom-produced video					■	
Premier custom-produced video on home page						■

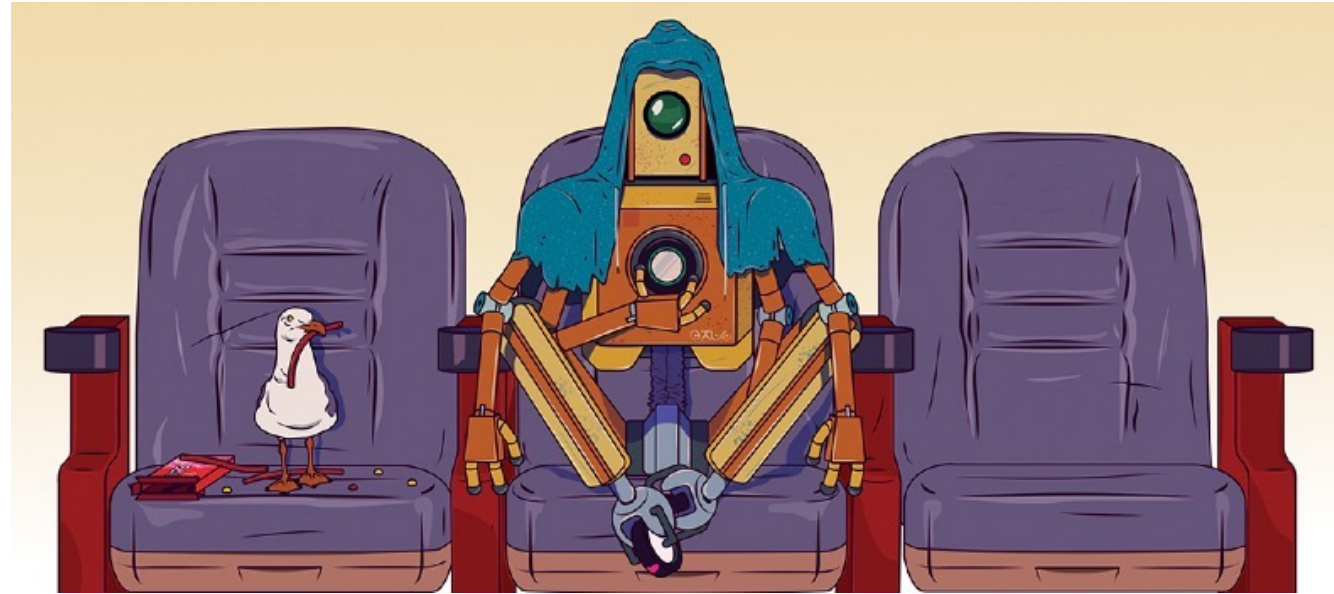
SPECIAL OPPORTUNITY: HOME TOUR TOTE BAG SPONSORSHIP - Only 1 available - \$2,000

Includes logo on tote bag for in-person tour, logo and listings on website and guidebook, 2 tickets to cocktail party, 2 tickets to in-person tour, 2 passes to virtual tour, name permanently on Wall of Giving at Ocean City Center for the Arts.



Ocean City Film Festival Sponsors

The annual Ocean City Film Festival was back in-person in 2022, and will be even bigger and better in 2023. Sponsorships include year-round benefits at ArtX, ComiCon, and monthly film nights. Select from 5 levels of sponsorships offering benefits to suit your individual needs.



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OCEAN CITY FILM FESTIVAL SPONSORSHIP LEVELS

INCLUDE

	ASSOCIATE PRODUCER \$500 - \$999	DIRECTOR \$1,000 - \$1,499	PRODUCER \$1,500 - \$2,499	EXECUTIVE PRODUCER \$2,500 - \$4,999	TITLE PRODUCER \$5,000 +	???
Community recognition	■	■	■	■	■	
Clickable logo on Festival website	■	■	■	■	■	
Logo on Festival signage		■	■	■	■	
Mention in Festival program	Listing	Logo	Logo	Logo	Logo	
Passes to Festival	2	4	6	8	10	
On-screen logo at film screenings throughout year		■	■	■	■	
30-sec promo spot before film block			■	■	■	
2 VIP seats at film screenings				■	■	
Logo on print and TV ads					■	



Arts Day at the Winery Sponsors

It's become an annual event after a rousing start in 2021. Artisan vendors, a battle of the beach bands, and food and drink in a bountiful and beautiful setting at Windmill Creek Vineyards. Select from 4 levels of sponsorships offering benefits to suit your needs.



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ARTS DAY AT THE WINERY SPONSORSHIP LEVELS

INCLUDE

	CHARDONNAY FLIGHT \$500 - \$999	CABERNET FLIGHT \$1,000 - \$1,499	ROSE' FLIGHT \$1,500 - \$1,999	CHAMPAGNE FLIGHT \$2,000 +
Community recognition	■	■	■	■
Social media posts	■	■	■	■
Advertising items to hand out at event	■	■	■	■
Arts Day flyers	Name	Name	Logo	Logo
Table at event		■	■	■
VIP seating at event			2 guests	4 guests
Logo on Arts Day signage & banner				■
Logo on e-blasts, newsletter, advertising				■
Sponsor a specific area of event (bands, Kidzone, etc)				■

ARTISTS
PAINT
OCC



Artist Paint OC
Plein Air
Sponsors

50 artists paint local landscapes for four days, then display their original art and offer it for sale during the Saturday and Sunday “wet paint” sales at the Ocean City Center for the Arts. Big crowds to see your message!

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ARTISTS PAINT OC PLEIN AIR - AUG 10-14 SPONSORSHIP LEVELS

INCLUDE

	BEACH \$250 - \$999	BOARDWALK \$1,000 - \$1,499	ASSATEAGUE \$1,500 - \$1,999	OCEAN \$2,000 +
Community recognition	■	■	■	■
Social media posts	■	■	■	■
Newsletters July & August	Name	Name	Logo	Logo
Saturday Aug. 13 preview party	■	■	■	■
Logo on signage & banner				■
Logo on e-blasts			■	■
Discount on Saturday and Sunday Wet Paint sales			■	■