



Sweetwater® Center for the Arts
Community. Classes. Culture.



MEDIAKIT

SWEETWATER CENTER OF THE ARTS

Sweetwater Center for the Arts is a 501 (c)(3) nonprofit organization with a mission to enrich the communities we serve through art education and cultural programming, fostering local and regional artist talent, and making art accessible to a diverse audience.

Sweetwater Center for the Arts is CENTERED on enriching the lives of both children and adults of all ages in the community, and beyond, with art education and cultural programming. Sweetwater has foundation, county, state, and individual donor support, allowing the center to provide the highest quality classes, workshops, and events for all ages.

STATISTICS

1,100

Average clicks from
Google search

22 K

Average total
monthly impressions
on Google

6,000

Email
subscribers

SOCIAL MEDIA FOLLOWING



2,521



4,400



177

CONTACT INFORMATION

(412) 741-4405

200 Broad St, Sewickley, PA 15143

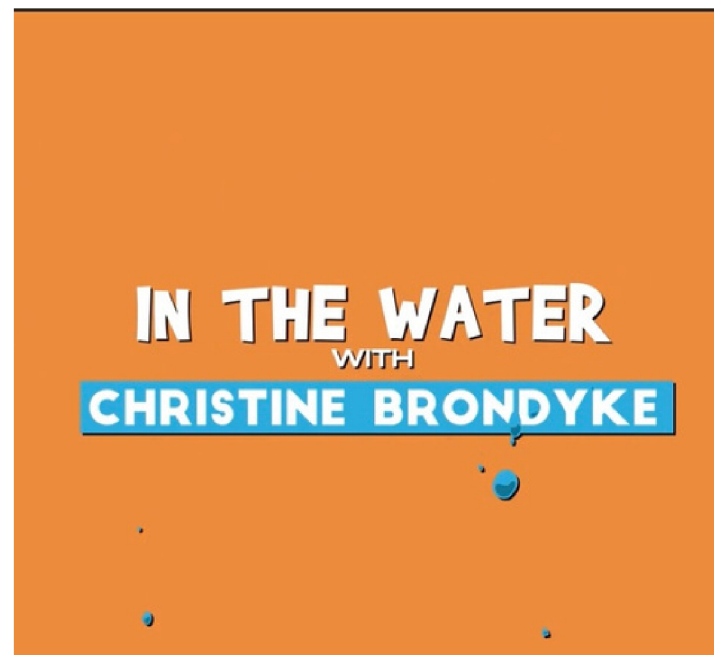
<https://sweetwaterartcenter.org/>



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SWEET DELIVERABLES

- Printed course catalogs, event, and exhibition postcards
- Website placement
- Social Media mentions
- Video
- Email blast & newsletter mentions
- In The Water acknowledgment
- Programming naming
- Specialty title sponsorships



IT'S IN THE MAIL

Nothing compares to receiving a beautiful event postcard or colorful course catalog in the mail. Our subscribers look forward to receiving mail from us.

- Around 3,500 households in over 60 zip codes receive our printed media
 - 3 semester course catalogs, 6 exhibition postcards, 4 event postcards



WEBSITE MENTIONS

Inclusion through website mentions of supporting partners and businesses is key to strengthening any event/opportunity. Many of our annual programming and events have brought added value to the companies that support them.



SOCIAL MEDIA MENTIONS

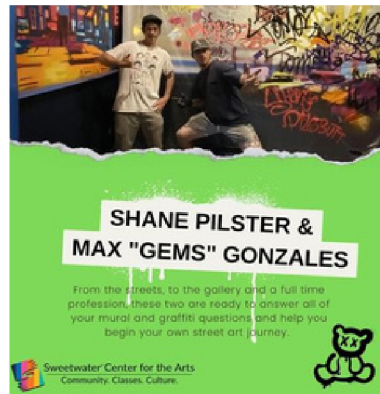
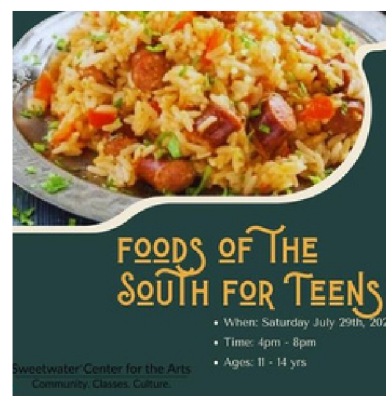
With continual growth month after month, our presence on LinkedIn, Facebook, and Instagram continues to attract supporters and visitors.

Over the past year

- Facebook Page visits 12k
- Facebook Reach 45.5k
- Instagram Profile visits 5k
- Instagram Reach 11.5k
- LinkedIn 6.5k organic impressions
- Average 45 search appearances per week

Social Media Growth over the past year

- Additional 450 FB Likes
- Additional 600 IG Followers



VIRAL VIDEOS

Capturing the essence of a subject matter, instructor, or upcoming classes has enhanced our social media presence.

YouTube

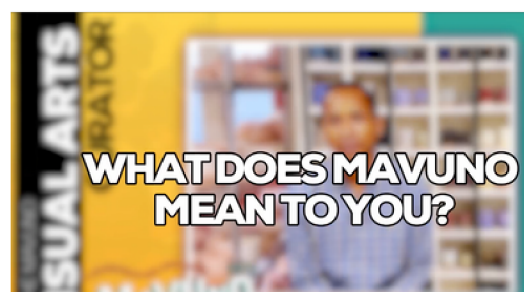
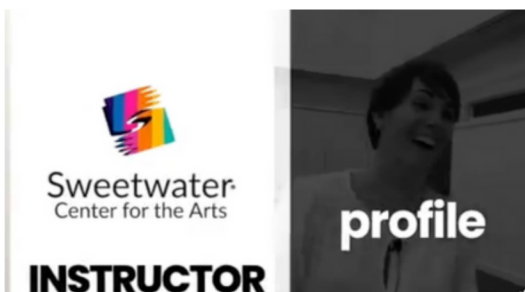
- 4% click-through rate, demonstrating the strong appeal of our content
- Viewers are not just clicking; they're staying engaged for an average of 58 seconds per video

Facebook

- Top performing videos consistently achieve an astounding reach of 2,000, showcasing our remarkable ability to captivate and engage with a substantial online audience

Instagram

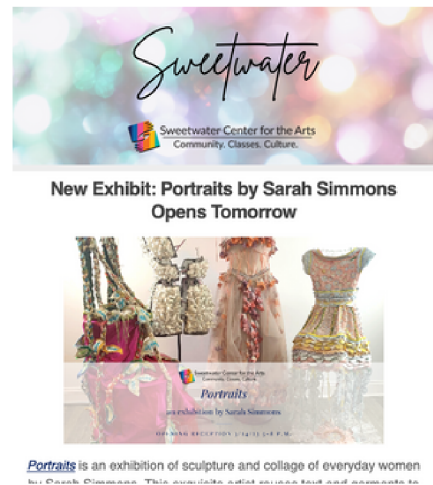
- Video content has achieved a staggering reach of 11.5k connecting us with a wide-ranging and enthusiastic audience.



ENGAGING EMAIL BLASTS & NEWSLETTER MENTIONS

We customize e-blasts according to our growing audience demographics. Recognizing community supporters and sponsors are part of the networking fabric that helps weave the Sweetwater story.

- 6k email subscribers
- Open rate 39% which is higher than average educational institutions open rate of 35.4%
- Unsubscribes .13% which is lower than average educational institutions rate of .18%

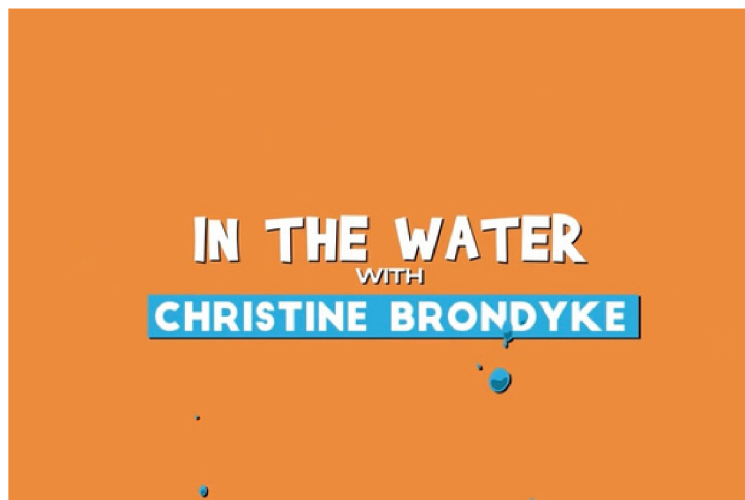


WHAT'S IN THE WATER AT SWEETWATER

ITW is a vibrant and personal video version of the monthly newsletter. Our executive director, Christine Brondyke, includes your business as a supporter of our diverse and educational programming or event.

Each In the Water video in the series averages:

A reach of 550
26 reactions
2 comments
6 shares



PROGRAMMING & SPECIALTY TITLE SPONSORSHIPS

Expect notoriety and exposure from standard SCA favorites like Let Them Cook and Holiday Market, increased audience reach with the affiliation of the Artist Guild's presentations, as well as programming, events, and one-off opportunities. We customize your goals with our awareness.

Signature Events at Sweetwater Center for the Arts



The Artist Guild
AT SWEETWATER CENTER FOR THE ARTS

The Artist Guild
We strive to empower all artists to support each other and the community through exhibitions, education, and community outreach. The Artist Guild is open to ALL working artists and craftsmen and there is no membership fee to join!

ARTIST GUILD



Folk February
Join us at Sweetwater for Folk February, a concert series highlighting local talent through folk, indie, and Americana music!

FOLK FEBRUARY



Sweet Jazz
One of our biggest and ongoing concert series, Sweet Jazz offers 6-weeks of outdoor concerts featuring the regions biggest talent in Jazz! Sweet Jazz is held mid-May through mid-June at a private residence in Bell Acres.

SWEET JAZZ



Mavuno
A display of African American art and culture in the community. Mavuno was created over 25 years ago by Black artists and educators in Sewickley to celebrate African American creativity, experience, and talent in our region and beyond.

MAVUNO FESTIVAL



Holiday Market
Calling all regional artists who specialize in handmade gifts in ceramics, fiber art, wood, metal, paper, glass, and fine art, as well as holiday themed gifts, gifts for children, and more! Join us for Sweetwater's Holiday Market!

HOLIDAY MARKET

ABOUT FACILITY CONTACT DONATE

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CLASSES EVENTS GALLERY

Q

Mavuno is free and open to the public as part of RAD days.



2023 Mavuno Festival Presenting Sponsor





\$10,000 ANNUAL CONTRIBUTION

**PRESENTING SPONSORSHIP OF ONE OF OUR AVAILABLE
SIGNATURE EVENTS OR PROGRAMS INCLUDING:**

Let Them Cook

Folk February

Luminary Society

The Artist Guild

- Logo placement on signature event poster and postcards as the presenting sponsor and all printed and digital materials
- Logo on full-page program advertisements for all event and exhibition programs and 3 seasonal class catalogs
- Featured year-round as the presenting sponsor on the dedicated signature event website page
- Logo at the bottom of all newsletters and e-blasts
- 4 Complimentary tickets to all 4 signature events. Curated VIP event for up to 20 people
- Targeted e-blast recognition with logo inclusion to distributed lists



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\$5,000 ANNUAL CONTRIBUTION

VISUAL ARTS CURRICULUM SPONSORSHIPS:

CERAMICS & METAL SMITHING STUDIOS

DIGITAL ARTS

SUMMER CAMPS

- Logo placement on all printed and digital materials for the specific medium
- Quarter-page program advertisements for all event and exhibition programs (3 seasonal class catalogs)
- Logo featured year-round on all class registration pages
- Corporate partnership website page recognition
- Logo at the bottom of all newsletters and email blasts





\$3,000 Annual Contribution

Presenting Sponsorship of one of 6 exhibitions

- Logo placement on postcards as the presenting sponsor and all printed and digital materials of THAT exhibit or event
- Half-page program advertisements for all event and exhibition programs and 3 seasonal class catalogs
- Featured year-round as the presenting sponsor
- Corporate partnership website page recognition
- Logo at the bottom of all newsletters and e-blasts
- Recognition at opening reception



\$1,000 - \$500 EVENT SPECIFIC SPONSORSHIPS

\$1,000 - \$500 Event Specific Sponsorships

Marketing Benefit	\$1,000.00	\$500.00
Event Poster/Postcard	Logo placement on 1 event poster/postcard	Logo placement on 1 event poster/postcard
All Events & Exhibitions Programs annually	1/4 Program advertisement	
Website Recognition	Logo on dedicated corporate partnership website	
E-Newsletter & E-Blasts	Small logo on all e-newsletters & e-blasts	Sponsorship mention on event-specific emails only
Event Tickets	2 Tickets to the corresponding event	2 Tickets to the corresponding events
Social Media Recognition	Dedicated sponsorship thank you via social media prior to the event	

