Igniting Creativity At Home & Offering Art Relief for All

Young At Art Museum’s new multi-platform at-home art engagement program YAA At Home is designed to keep families artistically engaged with opportunities to get creative together or keep their children occupied with stimulating activities while schools, childcare centers and businesses remain closed. Through a dedicated web page, bi-weekly email blasts, social media campaigns and promotion via media art world partners, YAA aims to create an uplifting, interactive experience for the community by offering Virtual 360° tours of the museum’s unique galleries, downloadable art activities by prominent guest artists and videos by the Young At Art Institute with in-depth art projects to help close the gap in lost arts education during this unprecedented time. All of this is being offered for free at www.youngatartmuseum.org/yyathome.php.

Sponsorship of this program will help fund the ongoing creation of this engaging content while the public is looking for ways of continuing their children’s creativity and development outside of school as well as general programming that the museum will continue once safe to reopen to visitors. It will also allow YAA to fund its community initiatives which are currently on hold and will continue to serve over 10,000 children and families in our community once the museum is able to restart them again.

Public Outreach

Bi-weekly E-blasts to YAA’s Contacts - (34,000+ via Constant Contact)
Each week new content is being created by YAA Staff and Guest Artists to be included in two emails (on Tuesdays & Thursdays) which include:
- A Guest Artist Activity
- Highlight of a 360 Virtual Tour of a YAA Exhibit
- An art activity related to the highlighted tour (Tuesdays)
- An in-depth art activity video by the Young At Art Institute
- Highlights of public submissions received from each activity

YAA At Home Webpage & Young At Art Main Webpage
1.3K Users per week / 1.2K New Users
2 Daily Instagram Posts
9,500+ followers
Daily Facebook Posts
14,500+ followers
Facebook Event Pages
for Time-Sensitive Art Activities (reach varies)

Your organization can be featured via the ongoing campaign outlined above with your logo or organization name included below the specific portion of the program you’re interested in sponsoring or as a full sponsor of the YAA At Home Program.
Virtual, 360° imaging of each immersive gallery within Young At Art Museum is being captured and uploaded to offer the public the ability to explore YAA's unique spaces and exhibitions from their desktop and mobile or virtual reality device. Interactive content is being embedded throughout each 3-dimensional space for families to discover, giving them background information about the gallery or additional activities they can do at home in relation to the exhibit. Each week new exhibits are being posted and highlighted with new content throughout.

Original art activities are being designed by acclaimed local and international artists to be published for the public twice a week. Each activity can be downloaded as a printable .pdf and, depending on the artists, may include a video example prize or special collaborative aspect. The public is encouraged to submit the artwork they create in response to the activity to be highlighted on YAA's social media platforms in an exhibition of the community's collective creativity.

Each week the Young At Art Institute will post an in-depth art activity video teaching children to create art using easily sourced materials from around the house as well as professional art terms, methods and techniques. Segments will include Story & Art Time with Ms. Marie for early childhood participants, At Home Studio Time with Ms. Sue where kids and parents can create art using recycled materials and Digital Media Slam with Ms. Simona to engage teens with digital art demonstrations and tutorials. Creations made from these videos by the public will be featured on YAA’s social media platforms.

Sponsorship Opportunities

- **Sponsor the YAA At Home Program:**
  - **Main Sponsor:** $10,000 | **Premium Sponsor:** $5,000 | **Supporting Sponsor:** $2,500
    - Help Young At Art fund the creation of weekly content to keep children and families artistically engaged, stimulated and creative while school art programs are on hold and childcare centers are closed.

- **Sponsor YAA’s Virtual Tours or an Individual Tour | $1,000**
  - Sponsor the creation of our virtual tours, bringing the museum directly into the hands of curious children and parents who can explore the unique galleries of Young At Art and interactive content placed throughout for them to discover.

- **Sponsor our Special Guest Artist Activities Series | $1,000**
  - Be an integral part of YAA’s partnership with some of the most acclaimed and emerging artists in Florida and beyond as they create original art activities to spark the public’s creativity. You can be part of an
ongoing, collaborative online exhibition of the community’s creativity during this time as we highlight artwork made by children, kids and teens on social media in response to each activity.

- **Sponsor our YAA on the Go with the Young At Art Institute Video Series | $1,000**
  - Help us fund the creation of in-depth videos designed to engage young artists in the creation of art using materials from around the house while they’re at home. These videos aim to help teach children artistic terms, methods and techniques they would have learned in school-based art programs that are currently not being offered. These videos will be available on our website and on YouTube so that local families and families all over the world can access them.

### Contact Us

For more information about Sponsoring YAA At Home or a portion of this program please contact:

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For more information about the content of this program please contact:

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