



## Igniting Creativity At Home & Offering Art Relief for All

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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/yaaathome.php](http://www.youngatartmuseum.org/yaaathome.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. After the museum is able to reopen YAA At Home will also continue and be adapted to the creative needs of our community.

## YAA At Home Program Reach

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### 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

Projected Annual Users: 53,000+

### Young At Art Main Webpage

Projected Annual Users: 46,000+

### Weekly Instagram Posts

10,500+ followers

### Weekly Facebook Posts

14,900+ 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.

# Content Overview

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[Click here](#) for a preview

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.



[Click here](#) for a preview

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.



[Click here](#) for a preview

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

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 and beyond.

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- **YAA At Home Presenting Sponsor | \$25,000**

Listed in title of program as "YAA At Home Presented by" your organization on the following:

- YAA At Home Webpage | Projected Annual Users: 53,000+
- Young At Art Main Webpage | Projected Annual Users: 46,000+
- Weekly E-Blasts | 34,000+ via Constant Contact
- Weekly Instagram Posts | 10,500+ followers
- Weekly Facebook Posts | 14,900+ followers
- In Description of YAA on the Go Video Art Projects
- Facebook Guest Artist Activity Photo Galleries of the Public's Artwork
- Facebook event pages for time-sensitive art projects
- YAA At Home Press Release

- **YAA At Home Main Sponsor | \$20,000**

Logo or name of organization included in top-tier of sponsor recognition at the bottom of:

- YAA At Home Webpage | Projected Annual Users: 53,000+
- Young At Art Museum Main Webpage | Projected Annual Users: 46,000+
- Weekly E-Blasts | 34,000+ via Constant Contact
- Weekly Instagram Posts | 10,500+ followers
- Weekly Facebook Posts | 14,900+ followers
- Description of YAA on the Go Video Art Projects on YouTube
- Facebook Guest Artist Activity Photo Galleries of the Public's Artwork
- Facebook event pages for time-sensitive art projects
- YAA At Home Press Release

- **360 Virtual Museum Tours Presenting Sponsor | \$15,000**

Listed as "YAA At Home 360 Virtual Museum Tours Presented by" your organization

- **360 Virtual Museum Tours Sponsor | \$10,000**

Logo or name featured as sponsor of 360 Virtual Museum Tours at the bottom of:

- YAA At Home Webpage | Projected Annual Users: 53,000+
- Young At Art Museum Main Webpage | Projected Annual Users: 46,000+
- Weekly E-Blasts | 34,000+ via Constant Contact
- Instagram Posts | 10,500+ followers
- Facebook Posts | 14,900+ followers
- 360 Virtual Tour Downloadable Art Activity Packets
- YAA At Home Press Release

- **Special Guest Artist Activities Presenting Sponsor | \$15,000**

Listed as "YAA At Home Special Guest Artist Activities Presented by" your organization

- **Special Guest Artist Activities Sponsor | \$10,000**

Logo or name featured as sponsor of Special Guest Artist Activities at the bottom of:

- YAA At Home Webpage | Projected Annual Users: 53,000+
- Young At Art Museum Main Webpage | Projected Annual Users: 46,000+
- Weekly E-Blasts | 34,000+ via Constant Contact
- Instagram Posts | 10,500+ followers
- Facebook Posts | 14,900+ followers
- Special Guest Artist Downloadable Activity packets
- Facebook Photo Galleries of Artwork made by the public in response to Artist Activities
- YAA At Home Press Release

- **YAA on the Go Video Art Projects Presenting Sponsor | \$15,000**

Listed as "YAA on the Go Video Art Projects Presented by" your organization

- **YAA on the Go Video Art Projects Sponsor | \$10,000**

Logo or name featured as sponsor of YAA on the Go Video Art Projects at the bottom of:

- YAA At Home Webpage | Projected Annual Users: 53,000+
- Young At Art Museum Main Webpage | Projected Annual Users: 46,000+
- Weekly E-Blasts | 34,000+ via Constant Contact
- Instagram Posts | 10,500+ followers
- Facebook Posts | 14,900+ followers
- Description of YAA on the Go Video Art Projects on YouTube
- Facebook Photo Galleries of Artwork made by the public in response to Video Art Projects
- YAA At Home Press Release

- **YAA At Home Supporting Sponsor | \$5,000**

Logo or name of organization included in third-tier of sponsor recognition at the bottom of:

- **YAA At Home Webpage** | Projected Annual Users: 53,000+
- **Young At Art Museum Main Webpage** | Projected Annual Users: 46,000+
- **Weekly E-Blasts** | 34,000+ via Constant Contact
- **Instagram Posts** | 10,500+ followers
- **Facebook Posts** | 14,900+ followers
- **Facebook Photo Galleries of Artwork made by the public**
- **YAA At Home Press Release**

## Contact Us

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

Nicole Mirmelli | Development Director of Young At Art Museum

[mirmelli@yaamuseum.org](mailto:mirmelli@yaamuseum.org)

For payments and processing please contact:

[info@yaamuseum.org](mailto:info@yaamuseum.org)