



“The Laundromat Project is a brilliant community building and engagement model, where art and creativity are tools for dialogue and raising awareness on people and issues important to their community.” – Donor & Catalyst Circle Member

Sponsorship Opportunities Spring 2015



Photo by Michael Palma

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**MAKE
ART
WASH
CLOTHES
BUILD
COMMUNITY**

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WHO WE ARE

The Laundromat Project is a community-based, 501c(3) nonprofit organization that brings art, artists, and arts programming into laundromats and other everyday spaces, amplifying the creativity that already exists within communities to build networks, solve problems, and enhance our sense of ownership in the places where we live, work, and grow.

OUR VISION

We envision a world in which artists are understood as valuable assets in every community and our neighbors know the power of their own creativity to transform their lives, relationships, and surroundings.



Artist Development. Each year, we commission five artists to transform local laundromats and community spaces into artistic hubs for creatively engaging their neighbors. Past projects have included a film festival, yoga haven, and more. We also provide a professional development program for 20 artists seeking to deepen their socially-engaged creative practice.



WHERE WE ARE

We work with artists and communities across NYC, anchoring most deeply in three diverse and vibrant neighborhoods—Bedford-Stuyvesant, Harlem, and Hunts Point—as sites for ongoing creative engagement with our neighbors.

WHAT WE DO

We bring socially relevant and socially engaged arts programming to laundromats and other community spaces in order to reach as many of our neighbors as possible. We are particularly committed to long-term, sustained investment in communities of color and those living on modest incomes.

Community Arts Education. Our programs meet New Yorkers where they already are: in laundromats, libraries, parks, schools, and other everyday spaces, engaging 4,585 New Yorkers in 2014. Our workshops and curricula empower participants to engage their creative power—regardless of income, age, or artistic background.



CURRENT SUPPORTERS



The Andy Warhol Foundation for the Visual Arts

JOAN MITCHELL FOUNDATION

Foundation for Contemporary Arts



Institutional support also provided by **Agnes Gund** and the **Muriel Pollia Foundation**.

SOAPBOX 2015



SOAPBOX is The Laundromat Project's elegant and art-filled annual benefit, including delicious beverages and hors d'oeuvres, live DJ, exclusive special edition print, silent auction, and fun art experiences.

LOCATION:

UrbanGlass Gallery (647 Fulton St., Brooklyn, NY 11217)

DATE & TIME:

Tuesday, June 16th

VIP Reception: 6:00 – 7:30 PM; Main Event: 7:30 – 10:00 PM

TICKET LEVELS:

\$150, \$300, \$500, \$1000, \$2,500.

SPONSORSHIP LEVELS:

\$500, \$1000, \$2,500, \$5,000, \$10,000.

HONORARY CHAIRS: Jason Moran and Alicia Hall Moran

HONOREES: Glenn Ligon and Shani Peters

FEATURED PRINT ARTIST: Xaviera Simmons

SPONSORSHIP BENEFITS:

Sponsorship benefits include tickets, advertising, publicity via web and social media, marketing opportunities at the event, introduction at VIP reception, special edition prints, and more.

TARGET ATTENDANCE & DEMOGRAPHICS:

250 influential members of the arts, business, philanthropy, and public sectors.

Last year's guests included artists **Derrick Adams**, **Julie Mehretu**, **Wangechi Mutu**, and **Mickalene Thomas**. Other noteworthy guests included **Carla Camacho** (Partner, Lehmann Maupin), **Farai Chideya** (radio personality), **Tom Finkelpearl** (Commissioner, NYC Department of Cultural Affairs), **Richard Flood** (New Museum), **Kathy Halbreich** (MoMA), **Tim Tompkins** (President, Times Square Alliance), **Eugenie Tsai** (Curator, Brooklyn Museum), and high-level officials from ABC, BET, BlackRock, Citigroup, KPMG, NYC Economic Development Corporation, and more.

50% Black; 20% European-American; 15% Latino; 10% Asian; 30% LGBT; median age 36.

GOAL:

To raise **\$100,000** through sponsorship, host committee, and ticket sales.

SPONSORSHIP OPPORTUNITIES



By partnering with The Laundromat Project, you can:

- Generate brand awareness among influencers in NYC arts & business communities.
- Connect with leading NYC artists, changemakers, and supporters
- Build community by bringing arts programs to untapped neighborhood spaces.
- Offer personalized volunteer opportunities for employees & clientele

Sponsorship Levels

- **Investor: \$10,000**—8 VIP tickets, full-page color program ad, exclusive promotion via website, blog, and social media, special acknowledgement at VIP reception, special edition print by Xaviera Simmons, lunch with executive director or board member
- **Stakeholder: \$5,000**—4 VIP tickets, full-page color program ad, online promotion via website, and social media campaign, special acknowledgement at VIP reception, special edition print by Xaviera Simmons
- **Placekeeper: \$2,500**—4 VIP tickets, full-page program ad, web & social media mentions, special acknowledgement at event
- **Block Captain: \$1,000**—2 VIP tickets, half-page program ad, web & social media mentions
- **Organizer: \$500** —2 tickets, quarter-page program ad, web & social media mentions

In-kind [sponsorships](#) and [program book ads](#) are also available.

Please call (718) 574-0798 or email specialevent@laundromatproject.org for details.



PRESS & AWARDS

The Laundromat Project has received numerous awards and press mentions, both nationally and internationally.



JOIN US!

We look forward to hearing from you and discussing how we can work together.

Contact:

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