

SPONSORSHIP PROPOSAL

PAINT. WICK. SIP



 (414) 206-0076
 www.fategroup.org
 info@fategroup.org
 9175 N. 76th St. Milwaukee, WI

About

F.A.T.E.

Fashion, Art, and Teen Empowerment (F.A.T.E.) provides activities for youth ages eight and above in art and performing arts in Wisconsin's Greater Milwaukee and the surrounding area.



Our Mission

F.A.T.E.'s mission is to provide youth the outlet to express themselves: It elicits creativity, recognizes their potential, and provides them with the venue to showcase their talents. Fashion, Art, and Teen Empowerment presents teens with the opportunity to realize their fate - what they are destined to be.



Our Values

- Commitment
- Accountability
- Inspiration of Others
- Education
- Personal Growth



Our Vision

F.A.T.E.'s vision is to provide a positive and inclusive support system to help all youth avoid pitfalls that can disrupt their lives. F.A.T.E. will provide a safe and inclusive space where all youth have the opportunity to explore, improve, and develop their talents in arts and performing arts, regardless of their background.

Meet The Team



Michael Wallace

Board Chair



Devin Gust

Interim - Vice Chair
Advisory Committee



Tomica Griffin

Committee Chair
Marketing - Communications Committee



Adrian Gibbs

Gala & Fundraising Committee



Rochelle Gust

Founder & Chief Executive Officer

F.A.T.E.

Programs

CHIC

Youth designers learn and improve the art of clothing design, sewing techniques, and design/make jewelry, as well as understand the value of producing quality over quantity, quality of the look, ironing, patterns, and eCommerce and Entrepreneurial skills.

ARTSPEAK

Youth artists and photographers learn techniques and ideas for approaching art, photography, and digital art and photography: understanding abstract, framing, art and technology, digital collage, and modeling compounds.



WRITERS BLOCK

Writers BLOCK engages youth in poetry, writing, and publishing. Youth learn how to perfect their art in writing, invoke emotion through poetry, and gain an understanding of the processes required to publish their work.

SWAY

SWAY music and dance programs allow youth the opportunity to learn the fundamentals of music and dance and the necessary techniques to gain optimal control of their instruments or vocals to produce the precise music and musical effects desired, as well as the ability to gain excellent regulation through dance.



The Community

We Serve

DEMOGRAPHIC DETAILS

Milwaukee, 53223 Data & Demographics (7/2021)

POPULATION

Total Population 29,868 (100%)
Population in Households 29,247 (97.9%)
Population in Families 22,691 (76.0%)
Population in Group Q1 621 (2.1%)
Population Density 2,960
Diversity Index² 65

INCOME

Median Household Income \$49,117
Average Household Income \$59,685
% of Income for Mortgage⁴ 12%
Per Capita Income \$24,792
Wealth Index⁵ 50

HOUSEHOLDS

Total Households 12,383
Average Household Size 2.36
Family Households 7,432
Average Family Size 3

RACE IN ZIP CODE F.A.T.E. SERVE

- Black: 48%
- White: 39.1%
- American Indian 0.4%
- Some of the race 0.2%
- Asian: 5.8% Native Hawaiian 0.03%
- Hispanic or Latino 3.6% and other Pacific Islander
- Two or more races 2.9%

F.A.T.E.

Fundraiser

Date: Saturday, December 2, 2023
Time: 3:00 PM - 7:00 PM
Location: FATE Arts Center
9175 N. 76th Street, Milwaukee

Our Paint, Wick, and Sip fundraiser is designed to be a fun and interactive evening for community members while simultaneously supporting our youth arts programs.

The goal is to raise funds to provide access to the arts for financially deficient families and to hire part-time employees to increase center hours to support our mission of providing arts activities and keeping youth off the streets.

During the event, attendees will have the opportunity to:

- Create Their Masterpiece: Our team and local art volunteers will guide participants through a step-by-step painting session, allowing them to explore their artistic talents.
- Sip and Socialize: Attendees can enjoy the event signature cocktail, selection of wines and refreshments while mingling with fellow community members.
- Candle-Making Workshop: In addition to painting, guests will have the chance to craft their own scented candles, adding an extra layer of creativity to the event.



Our Market

PAINT. WICK. SIP. TARGET MARKET

- Adults ages 21+
- Milwaukee Small Business owners and Teen Empowerment Group Leaders
- Community members and members in Milwaukee County and surrounding areas
- Milwaukee County foundations support arts and culture and at-risk youth programs.

MARKETING AND PROMOTIONS

To help make Paint. Wick. Sip. Successful, F.A.T.E. will start promotions and marketing one month prior to the event date. Marketing and Promotions include, but not limited to:

- Radio / YouTube Promotions
- Social Media – Facebook, Twitter, Instagram, Snapchat
- Email Marketing
- Online Event Website: Eventbrite, www.fategroup.org
- Print – Newspaper and/or magazines, flyer distribution
- Volunteer/Street Promotions
- Participant/Family/Board Promotions

EXPECTED # OF ATTENDEES

- Approx. 40+

IN-KIND DONATION REQUEST

Our partnerships thrive on more than financial contributions which is why in-kind sponsors from local organizations are important. In-kind donations include:

- Marketing Channels (i.e. Radio, Streaming, Podcast)
- Print Services
- Event Badges, Names Tags and/or Lanyards
- Other Offices Supplies (i.e. clipboards, pens, raffle tickets, disposable brackets)
- Digital Displays
- Individual IPAD's / Tablets
- DJ Services
- Up-Lighting

If interested, please advise the type of in-kind donation you would like to support.

Why

Sponsor

By becoming a sponsor of our Paint, Wick, and Sip fundraiser, your organization will:

- Demonstrate a commitment to the local community and the arts.
- Gain exposure and brand visibility among our event attendees and supporters.
- Be recognized as a socially responsible company that invests in the future of our youth.

Sponsorship Opportunities:

We offer several sponsorship levels to accommodate your organizations budget and goals:

Gold Sponsor \$1000

- Prominent logo placement on all event materials
- Speaking opportunity during the event
- Exclusive display booth
- Extensive social media promotion
- Maximum brand exposure (i.e., listed on website as partner)

Silver Sponsor \$700

- Logo placement on event materials
- Shared display booth space
- Limited social media promotion
- Moderate brand exposure

Bronze Sponsor \$300

- Logo placement on event materials
- Basic brand exposure

We believe that your organizations support would make a significant impact on the success of our fundraiser and our ability to continue offering valuable arts programs to the youth in our community. Your sponsorship would not only help fund these programs but also foster a sense of pride and connection between your organization and our community.

Sponsorship

Form and Submission

Step 01

Email Rochelle Gust of your intent to sponsor by contacting her at the following:

Email: rgust@fategroup.org

Phone: (414) 248-4463

Intent to sponsor must be received by November 3, 2023, 4:00PM (cst).

Step 02

Visit F.A.T.E.'s website for the sponsorship form and logo submission requirements:

<https://fategroup.org/sponsor>

Step 03

Upon receipt of the intent to sponsor F.A.T.E.'s Purse'nal Hygiene event, Rochelle Gust will send you the Sponsorship Agreement. The Sponsorship Agreement will entail the details of your sponsorship commitment, terms and conditions, and payment information.

Please let us know if your organization would be interested in discussing this partnership further or if your organization have any questions about our event. We would be delighted to provide more information and explore how we can work together to make this event a success.

F.A.T.E. COMMITMENT

Fashion, Art, and Teen Entertainment is a non-profit organization committed to fostering creativity, self-expression, and personal development among young people in Milwaukee County. We believe in the transformative power of the arts and are dedicated to providing access to artistic opportunities for youth, regardless of their socioeconomic background.

Thank you for considering our proposal. We look forward to the possibility of collaborating with your organization to bring the joy of art and creativity to the young minds in our community.



Contacts

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