



# Young **YAM** AFFILIATES OF THE MINT

The Young Affiliates of the Mint is the longest running young professional group in Charlotte. We promote and support the Mint Museum with a diverse range of cultural, social, and fundraising activities.

Each year, we introduce our members and the broader community to the Mint Museum and the arts through a wide variety of programs including gallery openings, annual fundraising events, cultural engagement activities, and networking opportunities.

## *Community Impact*

The Young Affiliates of the Mint help connect Charlotte-area youth with the world of art by providing free museum tours and educational opportunities.

The Young Affiliates of the Mint raises critical funds to offset the costs for local school-aged children to experience the Mint Museum in-person or online at no cost.

## *Why Choose Us*

By partnering with the Young Affiliates of the Mint, your business will be associated with one of the premier young professional organizations in Charlotte, your business will be in front of the future generation of movers and shakers. Most importantly, you will also position your organization as a supporter of our youth and the arts across the region.



### **MEMBERSHIP BASE**

Over 150 members across the Charlotte metro area.



### **SOCIAL MEDIA**

11,500+ social media followers across Instagram, Facebook and LinkedIn



### **EMAIL SUBSCRIBERS**

1,600 Email Subscribers and an average 51% open rate



### **WEB TRAFFIC**

2,300 unique monthly website visitors

[youngaffiliates.org](http://youngaffiliates.org)

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# Signature Events

The Young Affiliates of the Mint hosts multiple Signature Events throughout the year to reach our annual fundraising goals and drive membership. Events range from a black tie gala and cocktail events, to professional networking and Member exclusive exhibition tours.

**YAM** YOUNG  
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## Charlotte YP Mixer

Charlotte YP Mixer is a city-wide event for Young Professionals in Charlotte to meet like-minded individuals and explore the missions of different YP organizations. **September 13th, 2023.**

## Fall Ball

Our signature black tie gala will be held at Mint Museum Uptown on **November 11th, 2023**. The Fall Ball annually attracts several hundred young professionals to the museum for a night of delicious food, signature cocktails, live entertainment and fun!

## Derby Days

This annual Kentucky Derby themed celebration on the lawn of the Mint Museum Randolph brings hundreds of attendees together to enjoy live music, lawn games and a live viewing of the Derby. **May 4th, 2024.**

## AdornMint

Following the success of the Graphic GarMint exhibition in 2023, the Young Affiliates of the Mint will partner with the Mint to present a look at the correlation of fashion and art. Date TBD, **Spring 2024.**

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# Partnership Opportunities

There are numerous ways to partner with the Young Affiliates of the Mint. From a monetary donation to our annual fund, to supporting one of our signature events or becoming a strategic annual partner, all partnerships are crucial to help us meet our goals and support art education in Charlotte.



## STRATEGIC PARTNER

Our Strategic Partners align with the Young Affiliates of the Mint on an ongoing basis.

These relationships are customized to fit the goals of our partners. Potential partnerships include representation at annual events, digital recognition, or member sponsorships.



## EVENT SPONSORSHIP

With each of our events, our sponsors support Young Affiliates on various levels.

From Presenting Sponsorship designation to unique activations, each partner makes our events a success.



## IN-KIND DONATIONS

No event is complete without a silent auction.

Our in-kind donations have been instrumental in our fundraising efforts over the years, while adding extra excitement to our events for participants.



## ANNUAL FUND

Our goal is to offset the costs for local school-aged children to experience everything the Mint Museum has to offer. Cash donations to our annual fund are a fast and effective way to support this mission.