



YOUNG AFFILIATES OF THE MINT

2011-2012 FALL SPONSORSHIP PACKET



Mint Museum Uptown
at Levine Center for the Arts
500 South Tryon Street
Charlotte, NC 28202
TEL 704.337.2010
FAX 704.337.2101

YOUNG AFFILIATES OF THE MINT

Hello,

You have received this packet because we want to introduce you to an exciting opportunity with the Young Affiliates of the Mint (YAM). The Young Affiliates of the Mint is a group of diverse young professionals, ages 21 to 45, who promote and support The Mint Museum through social, educational, leadership, and philanthropic activities. Founded in 1990, the Young Affiliates serve as the premier social organization in the Charlotte region dedicated to supporting and advancing the visual arts.

Each year, we ask community leaders to join us in a mutually beneficial partnership through sponsorship. This year, sponsorship dollars will go towards Project FundaMINTal, supporting efforts to raise \$20,000 for the Mint's Annual Fund. The Annual Fund supports the critical needs of the museum, including education programs for visitors of all ages, preservation of the collection, key operational support, and much more.

We invite you to explore opportunities to reach thousands of accomplished young professionals through annual sponsorship. If you prefer a more customized sponsorship, we have those opportunities available as well. In return for your donation, you will be able to market to members of our demographic and support a very valuable community cause.

Please review the enclosed materials. We will follow up with you to answer any questions you may have regarding this opportunity. In the meantime, feel free to contact one of our Development Chairpersons below.

Thank you for your consideration and we look forward to speaking with you again soon.

Sincerely,

A handwritten signature in black ink that reads "Emily Walker".

Emily Walker, President
The Young Affiliates of the Mint

Lauren Newton
704-813-1314
lauren.newton@youngaffiliates.org

Allison Purmort
202-431-6584
allison.purmort@youngaffiliates.org

Lauren Henry
216-789-3368
lauren.henry@youngaffiliates.org

Become a Young Affiliates of the Mint Annual Sponsor

WHO ARE THE YOUNG AFFILIATES?

The Young Affiliates of the Mint are a group of diverse young professionals, ages 21 to 45, who promote and support the Mint Museum through social, educational, leadership, and philanthropic [activities](#). Founded in 1990, the Young Affiliates are the premier social organization in the Charlotte region dedicated to supporting and advancing the visual arts.

Our mission is to introduce our members to the opportunities available at The Mint Museum, and develop appreciation of the arts. The Young Affiliates offer a wide variety of programs including Artitudes, educational activities, annual philanthropic events, social and networking gatherings and more.

The Young Affiliates make significant contributions to The Mint Museum each year through philanthropy. Funds raised by the Young Affiliates in 2011-12 will go toward **Project FundaMINTal**, which supports efforts to raise \$20,000 for critical needs of the museum, including education programs for visitors of all ages, preservation of the collection, key operational support, and much more.

MARKETING THAT MAKES SENSE

More than 2,000 young professionals, ages 21-45, are touched by the Young Affiliates monthly. Event attendance is consistently high. Happy hours attract between 30 and 100 attendees, and approximately 300 attend our two annual signature philanthropic events respectively. Our supporters have some traits in common: they're engaged, sophisticated and involved. Most are college-educated, community-minded, and interested in exploring new things—whether it's how to advance their career or the latest restaurant opening.

As a business leader, we invite you to reach these accomplished young professionals through a range of sponsorship opportunities. You'll be marketing to a targeted population while supporting the Mint and its influence on Charlotte's growing arts culture.

Join us for an exciting year, build your companies scope of influence,
and support your cultural community - *all at the same time!*

Annual Sponsor: **\$1,500** (\$1,225 tax-deductible)

Benefits

- Top-level position on Young Affiliate website with company logo linked to your website
- Top-level position of company logo and link to website on all email blasts sent to database of 2,000+ young professionals at least twice per month
- Physical presence (marketing material and/or representative) at two happy hours throughout the year
- Official sponsor recognition at our two largest philanthropic events
 - Black & White Gala (November)
 - Derby Days (May)
 - Two tickets to each event
 - Branding opportunities on all print material leading up to the event
 - Online logo recognition on both event websites with link to your website
 - Branding opportunities on day-of event signage including continuous looped recognition on flat screens at event venue (*Black & White Gala only*)
 - Verbal recognition at event
- Recognition as a corporate donor in the Mint Museum's annual report
- Invitations to special events and networking opportunities at the Mint Museum

Additional Sponsorship Opportunities

\$1,000 – Marketing Sponsor *(Fully tax-deductible)*

**One opportunity available; sponsorship ends 6/30/2012*

The Young Affiliates seek ways to engage new members and spread the word to area young professionals about all we are doing. The exclusive opportunity to be our annual Marketing Sponsor allows you to help us spread the word through our own marketing efforts. Want your logo to appear on t-shirts, marketing materials and at special promotional events such as Charlotte's Festival in the Park? Consider becoming a Marketing Sponsor!

Benefits

- Secondary position on Young Affiliates website with company logo linked to your website for one calendar year
- Secondary position on emails sent to database of 2,000+ young professionals at least twice per month
- Company logo on t-shirts for 23 board members; t-shirts will be worn at the Young Affiliates' Promotional Day as well as around Charlotte
- Recognition as a corporate donor in the Mint Museum's annual report
- Invitations to special events and networking opportunities at the Mint Museum

\$750 – Customized Sponsorship Opportunities *(Fully tax-deductible)*

The popular philanthropic events hosted by the Young Affiliates have the potential to offer customized sponsorship packages with benefits leading up to and throughout the event. Previous sponsorships include After-Party sponsorships at both events, Photo booth sponsorship of the Black & White Gala and Koozie sponsorship of Derby Days. Opportunities are limited, so stake your claim early! *(Please note no event tickets are included in this package)*

Benefits

- Secondary position on Young Affiliates website with company logo linked to your website for one calendar year
- Company logo and link to website on email blasts sent to database of 2,000+ young professionals leading up to event
- Branding opportunities on print material leading up to the event
- Branding opportunities on day-of event signage including continuous looped recognition on flat screens at event venue *(Flat screens at Black & White Gala only)*
- Verbal recognition at the event

\$250 – Artitudes Event Sponsor *(Fully tax-deductible)*

Artitudes is an ongoing series featuring art appreciation opportunities at the Mint and partnering Charlotte cultural organizations. Events range from social gatherings such as gallery crawls to hands-on art classes and lectures. Past events include a tour of the Bechtler Museum of Modern Art, a behind the scenes presentation and viewing of "The Graduate" with Theatre Charlotte, a photography class taught at The Light Factory, the Art of Card Making at one the Mint's First Friday events, and a preview of fashion and trends with Belk fashion designers followed by a private tour of the Mint Museum Randolph's historic costume collection.

Benefits

- Tertiary level position on Young Affiliates website with company linked to your website for one calendar year
- Company logo and link to website on emails sent to database of 2,000+ young professionals leading up to event
- Verbal recognition at the event

Ready to get started?

Contact one of our development chairs today to receive information on available sponsorships and contract information. Your sponsorship begins the date the signed sponsorship form is received. The development team is also happy to answer any questions that you have.

Lauren Newton
704-813-1314

lauren.newton@youngaffiliates.org

Allison Purmort
202-431-6584

allison.purmort@youngaffiliates.org

Lauren Henry
216-789-3368

lauren.henry@youngaffiliates.org

Thank you for your support!

Become a Young Affiliates of the Mint Media Sponsor

WHO ARE THE YOUNG AFFILIATES?

The Young Affiliates of the Mint are a group of diverse young professionals, ages 21 to 45, who promote and support the Mint Museum through social, educational, leadership, and philanthropic [activities](#). Founded in 1990, the Young Affiliates are the premier social organization in the Charlotte region dedicated to supporting and advancing the visual arts.

Our mission is to introduce our members to the opportunities available at The Mint Museum, and develop appreciation of the arts. The Young Affiliates offer a wide variety of programs including Artitudes, educational activities, annual philanthropic events, social and networking gatherings and more.

The Young Affiliates make significant contributions to The Mint Museum each year through philanthropy. Funds raised by the Young Affiliates in 2011-12 will go towards **Project FundaMINTal**, which supports efforts to raise \$20,000 for critical needs of the museum, including education programs for visitors of all ages, preservation of the collection, key operational support, and much more.

A MEDIA PARTNERSHIP THAT MAKES SENSE

More than 2,000 young professionals, ages 21-45, are touched by the Young Affiliates monthly. Event attendance is consistently high. Happy hours attract between 30 and 100 attendees, and approximately 300 attend our two annual signature philanthropic events respectively. Our supporters have some traits in common: they're engaged, sophisticated and involved. Most are college-educated, community-minded, and interested in exploring new things—whether it's how to advance their career or the latest restaurant opening.

As a media partner, we invite you to reach these accomplished young professionals through a range of sponsorship opportunities. You'll be marketing to a targeted population while supporting the Mint and its influence on Charlotte's growing arts culture.

Join us for an exciting year, build your companies scope of influence,
and support your cultural community - *all at the same time!*

Presenting Media Sponsor - \$10,000 in advertising space

Benefits

- Presenting Media Sponsor position on Young Affiliate website with logo linked to your website
- Presenting Media Sponsor of logo and link to website on all email blasts sent to database of 2,000+ young professionals at least twice per month
- Physical presence (marketing material and/or representative) at two happy hours throughout the year
- Official sponsor recognition at our two largest philanthropic events
 - Black & White Gala (November)
 - Derby Days (May)
 - Branding opportunities on all print material leading up to the event
 - Online logo recognition on both event websites with link to your website
 - Branding opportunities on day-of event signage including continuous looped recognition on flat screens at event venue (*Black & White Gala only*)
 - Verbal recognition at events

Additional Media Sponsorship Opportunities

Media Sponsor - \$5,000 in advertising space

- Media Sponsor position on Young Affiliate website with logo linked to your website
- Media Sponsor of logo and link to website on all email blasts sent to database of 2,000+ young professionals at least twice per month
- Physical presence (marketing material and/or representative) at one happy hour throughout the year
- Official sponsor recognition at our two largest philanthropic events
 - Black & White Gala (November)
 - Derby Days (May)
 - Branding opportunities on all print material leading up to the event
 - Online logo recognition on both event websites with link to your website
 - Branding opportunities on day-of event signage including continuous looped recognition on flat screens at event venue (*Black & White Gala only*)
 - Verbal recognition at events

Customized Media Sponsor Opportunities - Negotiable

The popular philanthropic, networking and educational events hosted by the Young Affiliates have the potential to offer customized sponsorship packages with benefits leading up to and throughout the event. We would be delighted to work with you to customize a sponsorship package that best fits your goals.

Ready to get started?

Contact one of our development chairs today to receive information on available sponsorships and contract information. Your sponsorship begins the date the signed sponsorship form is received. The development team is also happy to answer any questions that you have.

Lauren Newton
704-813-1314

lauren.newton@youngaffiliates.org

Allison Purmort
202-431-6584

allison.purmort@youngaffiliates.org

Lauren Henry
216-789-3368

lauren.henry@youngaffiliates.org

Thank you for your support!



Mint Museum Uptown
at Levine Center for the Arts
500 South Tryon Street
Charlotte, NC 28202
TEL 704.337.2010
FAX 704.337.2101

THE BLACK & WHITE GALA

A fashionable fete inspired by Truman Capote's celebrated masquerade ball of 1966, the Black & White Gala launches Charlotte's season of giving in style on Friday, 11 November, 2011.

For the ninth year in a row, the Black & White Gala will bring together Charlotte's young professionals for a night of dancing, eating, drinking, and socializing – all in support of The Mint Museum. Guests will also enjoy a luxury-filled silent auction, exclusive views of the city, and access to the unique galleries at the Mint. **For one night only**, celebrate 11.11.11 at the latest crown jewel in Charlotte: the Mint Museum Uptown.

WHEN

Friday, 11 November, 2011
7:00 – 11:00 p.m.

WHERE

Mint Museum Uptown
500 South Tryon Street
at Levine Center for the Arts
Charlotte, NC 28202

TICKET PRICE (*prices pending approval*)

Member: \$70
Non-Member: \$95

WHO ARE THE YOUNG AFFILIATES

The Young Affiliates of the Mint are a group of diverse young professionals ages 21 to 45 who promote and support The Mint Museum through social, educational, leadership, and philanthropic activities. Founded in 1990, the Young Affiliates serve as the premier social organization in the Charlotte region dedicated to supporting and advancing the visual arts. All proceeds generated through fundraising efforts of the Young Affiliates support programs, exhibitions, and acquisitions at The Mint Museum.

PROCEEDS WILL GO TO PROJECT FUNDAMINTAL

The Young Affiliates make significant contributions to The Mint Museum each year through philanthropic efforts. Funds raised by the Young Affiliates in 2011-12 will go toward Project FundaMINTal, our initiative to raise \$20,000 for the Mint's Annual Fund. The Annual Fund meets the critical needs of the museum, including dynamic educational programs, essential community outreach, top-tier personnel, renowned exhibitions, and innovative research and scholarships.

WHY SUPPORT BLACK & WHITE 2011

- ❖ Opportunity to support your cultural community and the initiatives of The Mint Museum
- ❖ Opportunity to aid the Young Affiliates meet the annual fundraising goal
- ❖ Opportunity to market to a population of over 2,000 sophisticated and engaged young professionals through email promotion and at the event
- ❖ Opportunity to see, be seen, and have a great time!

KEY CONTACTS:

Carolyn Parsons
Event Chair
carolyn.parsons@youngaffiliates.org
410.491.1535

Young Affiliates Website: www.youngaffiliates.org
Black & White Website: www.blackandwhitegala.com

Simone McDowell
Event Vice-Chair
simone.mcdowell@youngaffiliates.org
443.803.1401

**To be featured in event save-the-date cards and promotional materials, sponsorship commitment form must be received by 9/1/11.*

FALL 2011 CUSTOMIZED SPONSORSHIP OPPORTUNITIES

***To be recognized at events, sponsorship reservation form must be received by 11/1/11.*

After-Party Sponsor (one sponsorship available, fully tax-deductible) **\$750**

- Feature recognition as the official 2011 Black & White Gala After-Party Sponsor
- Secondary position on Young Affiliates website with company logo linked to your website for one calendar year
- Sponsor recognition on the Black & White Gala website through 1 July 2012
- Company logo and link to website on email blasts sent to database of 2,000+ young professionals leading up to the event
- Branding opportunities on print material leading up to the event
- Branding opportunities on day-of event signage including continuous looped recognition on flat screens at event venue
- Verbal recognition at the event

Photo Booth Sponsor (one sponsorship available fully tax-deductible) **\$750**

- Your company logo or website featured on candid souvenir photos printed onsite for guests during the event
- Feature recognition as the official 2011 Black & White Gala Photo Booth Sponsor
- Secondary position on Young Affiliates website with company logo linked to your website for one calendar year
- Sponsor recognition on the Black & White Gala website through 1 July 2012
- Company logo and link to website on email blasts sent to database of 2,000+ young professionals leading up to the event
- Branding opportunities on print material leading up to the event
- Branding opportunities on day-of event signage including continuous looped recognition on flat screens at event venue
- Verbal recognition at the event

Step & Repeat Sponsor (one sponsorship available, fully tax-deductible) **\$750**

- Your company logo featured on the Step & Repeat backdrop where guests will stop for a photo op when entering the Mint Museum
- Feature recognition as the official 2011 Black & White Gala Step & Repeat Sponsor
- Secondary position on Young Affiliates website with company logo linked to your website for one calendar year
- Sponsor recognition on the Black & White Gala website through 1 July 2012
- Company logo and link to website on email blasts sent to database of 2,000+ young professionals leading up to the event
- Branding opportunities on print material leading up to the event
- Branding opportunities on day-of event signage including continuous looped recognition on flat screens at event venue
- Verbal recognition at the event

Young Affiliates Sponsor Commitment Form

Mint Museum Uptown
at Levine Center for the Arts
TEL 704.337.2010
FAX 704.337.2101

Organization/Company Name _____

Contact Name/Title _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

E-mail _____ Website Address _____

(To be linked to www.youngaffiliates.org)

Sponsorship Opportunities

_____ Annual Sponsor.....\$1,500 (\$1,225 tax deductible)

_____ Marketing Sponsor.....\$1,000 (one opportunity available, fully tax deductible)

_____ Customized Event Sponsor\$750 (please list) _____ (fully tax deductible)

_____ Artitudes Sponsor.....\$250 (fully tax deductible)

_____ Media Sponsor..... \$10,000 In-Kind (no fee)

_____ Media Sponsor.....\$5,000 In-Kind (no fee)

_____ Customized Media Sponsor.....\$ _____ (please list) _____ (fully tax deductible)

Payment

Make payable to: Young Affiliates of the Mint

Charge my: _____ Visa _____ MasterCard

Card Number _____ Expiration Date _____ CVC _____

Name on Card _____ Signature _____

_____ Please send invoice to the address listed above. If requested, the Young Affiliates of the Mint will send an invoice to your company **payable in 30 days**.

Please fax or email form and remit payment to:

May Chrisman, Affiliate Coordinator

By Mail: Mint Museum Uptown at Levine Center for the Arts, 500 South Tryon Street, Charlotte, NC 28202

By Email: may.chrisman@mintmuseum.org

By Fax: 704.337.2101, Attn: May Chrisman

If you have questions, please call 704.337.2010 or visit us online at www.youngaffiliates.org

All proceeds benefit The Mint Museum; your donation may qualify as a charitable donation to The Mint Museum within the limits set by law.

Thank you for your support!

Date received _____ (Young Affiliates use)

Young Affiliates of the Mint

Be recognized on our website sponsor page!

www.youngaffiliates.org

The screenshot shows a Windows Internet Explorer browser window displaying the 'Sponsors' page of the Young Affiliates of the Mint website. The page features a teal header with the organization's name and navigation links. The main content area is divided into sections for 'Sponsors', 'Presenting Media Sponsors', and 'Silver Sponsors'. The 'Sponsors' section thanks 2010 Black and White Gala sponsors. The 'Presenting Media Sponsors' section highlights Charlotte Magazine and Yelp. The 'Silver Sponsors' section thanks Silver Sponsors for the 2010 Black and White Gala. The right sidebar contains a 'BECOME A YAM' button, 'Upcoming Events' (including Volunteer | Tetsunori Kawana, August Happy Hour, and Artitudes | An Inside Look at Japanese Art), and 'The YAM Social Network' section featuring a Facebook social plugin.

Young Affiliates of the Mint
an affiliate of The Mint Museum

Join Now | Email Sign-up | Contact Us

HOME ABOUT US» EVENTS» MEDIA» MEMBERSHIP» SUPPORT US»

Sponsors

We'd like to thank all of our 2010 Black and White Gala sponsors for making the event a huge success.

Presenting Media Sponsors

Charlotte Magazine
Charlotte Magazine is the definitive voice on top dining, entertainment, shopping and real estate in the region. Each issue is a celebration—in photography, design and story—of the people, places, events and activities that define this city.

yelp.
Real People. Real Reviews.*
Real people, real reviews: Yelp connects people to great local businesses both in the Charlotte area and worldwide.

Silver Sponsors

A huge thank you to all of our Silver Sponsors for making the 2010 Black and White Gala possible.

belk
Belk is a leading retail department store offering everything from the latest in women's, men's and family apparel, to bedding, electronics and kitchenware.

BECOME A YAM

Upcoming Events

Volunteer Tetsunori Kawana	Mon 7/25
August Happy Hour	Tue 8/9 6:00 pm
Artitudes An Inside Look at Japanese Art	Thu 8/11 5:30 pm

[View All Events](#)

The YAM Social Network

BAM BOO YAH! Young Affiliates of the Mint on Facebook
Like You like this.

485 people like Young Affiliates of the Mint.

Sarah Richard Lindsay Peggy Courtney
Erin Kara Michael Rob Meredith

Facebook social plugin

Young Affiliates of the Mint 2011-2012 Event Calendar

**Event calendar is subject to change throughout the year. Check the website for updated event information.*

www.youngaffiliates.org

Date	Event	Location
Tuesday, 13 September 2011, 6-9pm	New Member Event	Mint Uptown
Saturday, 24 September 2011, Time TBD	Young Affiliates Promotional Day	Freedom Park
Tuesday, 11 October 2011, 6-9pm	Happy Hour	TBD
Tuesday, 1 November 2011, 6-9pm	Happy Hour	TBD
Friday, 11 November 2011, 7-11pm	Black & White	Mint Uptown
November/December	Artitudes Event	TBD
Tuesday, 13 December 2011, 6-9pm	Holiday Party	TBD
Tuesday, 10 January 2011, 6-9pm	Happy Hour	TBD

Young Affiliates of the Mint 2011-2012 Event Calendar (cont.)

**Event calendar is subject to change throughout the year. Check the website for updated event information.*

www.youngaffiliates.org

Date	Event	Location
January/February	Artitudes Event	TBD
February, 6-9pm	Networking Event	TBD
Tuesday, 13 March 2012, 6-9pm	New Member Event	Mint Uptown
March	Artitudes Event	TBD
Friday, 30 March 2012, 5:30-9pm Tentative date/time	Aquavina Wine Festival	The Green
Saturday, 5 May 2012, 4-8pm	Derby Days	Mint Randolph
May/June	Artitudes Event	TBD
Tuesday, 19 June 2012, 6-9pm	Year-End Celebration/ Annual Meeting	Mint Uptown