At Home in New Haven

SPONSORSHIP OPPORTUNITIES

OPENING WEEK
MAY 4-10, 2020
OVERVIEW: OPENING WEEK

Whether you love it for the food and drink, the thriving arts scene, the impassioned exchange of ideas, the diversity, or the vitality of civic and cultural life - it is New Haveners that make this city truly special. At Home in New Haven is a virtual stage around which people from across the city and beyond can gather to be awed, entertained, informed, and inspired by the gifts, knowledge, talent and ingenuity of their neighbors... all while supporting their work and the local economy.

At Home in New Haven's Opening Week is a virtual event to catalyze and coalesce our collective response to the impact of the COVID-19 crisis on the social and economic fabric of New Haven. By creating a shared space to gather, "bump into" one another, engage with experiences both new and familiar, and be in conversation, we will reclaim some of the aspects of community that have been lost in this time and be reminded that even at home we are part of something larger than ourselves.

SPONSORSHIP

All sessions on the AHiNH stage will have a suggested registration fee of $5, and presenting organizations and individuals will receive 100% of the proceeds from their session. However, in order to ensure fair and equitable pay for all presenters, At Home in New Haven is raising a sponsorship fund to provide $250 in compensation for each session.

IMPACT

Opening Week will support the creative, nonprofit and small business sectors in 4 ways:
• Access to broad and/or new audiences
• Financial compensation for their work to help mitigate effects of lost income
• Curate spaces to facilitate new collaborations and partnerships
• Provide a nudge and a platform to innovate and adapt work to virtual spaces

THE NUMBERS

• Programming 6am-10pm daily (Mon-Sun)
• At least 70 arts sessions over 7 days
• Seeking to raise $250/session for fair and equitable presenter compensation
• Funding Target = $31,500 OR $4,500/day
• Arts Total = $17,500 OR $2,500/day
• All money to the presenters/performers
Anyone in the New Haven area can propose a session online. Opening Week sessions will be curated in four categories.

**Arts**

This most robust category will welcome and support artists of all media, and will offer creative assistance in adapting presentations to the virtual stage.

**Home**

From cooking and mixology classes to games and DIY sessions, this category will bring elements of daily life in New Haven into the home.

**Restore**

Healing during this time looks different for everyone. Sessions in this category may include yoga, grief circles, workout classes, or facilitated dialogue.

**Change**

The change category will focus on adapting to the challenges of today and beginning to build collaboratively toward better future systems.

**SPONSORSHIP OPTIONS**

1. **Program Sponsor**
   - Sponsor all sessions for 1 day
   - $4500 / Day

2. **Arts Sponsor**
   - Sponsor all arts sessions for 1 day
   - $2500 / Day

3. **Session Sponsor**
   - Sponsor other sessions
   - Minimum of $1250 / 5 sessions