

THE CRUCIBLE TURNS 20!



20TH ANNIVERSARY YEAR SPONSORSHIP

Help us celebrate 20 years of community based industrial arts making through sponsoring our programs. The Crucible's twentieth year anniversary events and celebrations offer you a great way to connect with both local community and STEAM practitioners in Oakland and the greater San Francisco Bay Area. Our year-long set of events provide opportunities to entertain, educate, and delight, reaching more than 25,000 people through your partnership. Many events are planned, including a kick-off 20th anniversary party in January, a glittering Soirée in April, an Iron Pour in May, and a Fire Arts Studio in October. Each event brings together between 125 and 1,500 of the Bay Area's most inspiring leaders, artists, celebrities, diverse makers, and cultural placemakers. Be a key part of this series of exciting celebrations highlighting art, fire, and community through your sponsorship role.

\$25,000 HEADLINE SPONSOR

- Receive prominent recognition as Headline Sponsor for all 5 events held throughout the year
- Tickets for 10 at each event (20th Anniversary Fire & Light Soirée, Iron Pour, 1 Fire Studio)
- Opportunity to send 15 staffers for a complimentary teambuild at The Crucible
- Have first priority for company employees to give back by volunteering at Crucible community programs
- Your company will be included in an anniversary kick-off to 22,500 Crucible community members and 100 media people and influencers across the West Coast
- Recognition and thank you for your company at each event
- Your logo and a link to your site on our company website
- Your logo on event signage and materials for all events and on all outreach/marketing materials
- Your logo on summer 2019 camp t-shirts printed all summer programs (200 t-shirts)
- Blog post about your gift and participation
- Approved company collateral shared at all five events

\$15,000 PRESENTING SPONSOR

- Receive prominent recognition as Presenting sponsor for all 5 events held throughout the year
- Tickets for 10 at each event (20th Anniversary Fire & Light Soirée, Iron Pour, 1 Fire Studio)
- Opportunity to send 10 staffers for a complimentary team build at The Crucible
- Have first priority for company employees to give back by volunteering at Crucible community programs
- Your company will be included in an anniversary kick-off to 22,500 Crucible community members and 100 media people and influencers across the West Coast
- Recognition and thank you for your company at each event
- Your logo and a link to your site on our company website
- Your logo on event signage and materials for all events and on all outreach/marketing materials
- Your logo on summer 2019 camp t-shirts printed all summer programs (500 t-shirts)
- Approved company collateral shared at all five events

SPONSORSHIP OPPORTUNITIES

- \$25,000 Headline Sponsor
- \$15,000 Presenting Sponsor
- \$10,000 Keynote Sponsor
- \$5,000 Opportunity Sponsor
- \$1,000 Good Will Sponsor

\$10,000 KEYNOTE SPONSOR

- Recognition as Keynote Sponsor for all 5 events held throughout the year
- Tickets for 10 at each event (20th Anniversary Fire & Light Soirée, Iron Pour, 1 Fire Studio)
- Have first priority for company employees to give back by volunteering at Crucible community programs
- Your company will be included in an anniversary kick-off to 22,500 Crucible community members and 100 media people and influencers across the West Coast
- Recognition and thank you for your company at each event
- Your logo and a link to your site on our company website
- Your logo on event signage and materials for all events and on all outreach/marketing materials
- Your logo on summer 2019 camp t-shirts printed all summer programs (500 t-shirts)

\$5,000 OPPORTUNITY SPONSOR

- Receive recognition as Opportunity Sponsor for all 5 events held throughout the year
- Tickets for 5 at each event (20th Anniversary Fire & Light Soirée, Iron Pour, 1 Fire Studio)
- Have first priority for company employees to give back by volunteering at Crucible community programs
- Your company will be included in an anniversary kick-off to 22,500 Crucible community members and 100 media people and influencers across the West Coast
- Recognition and thank you for your company at each event
- Your logo and a link to your site on our company website
- Your logo on event signage and materials for all events and on all outreach/marketing materials
- Your logo on summer 2019 camp t-shirts printed all summer programs (500 t-shirts)

\$1,000 GOOD WILL SPONSOR

- Receive recognition as Good Will Sponsor for all 5 events held throughout the year
- Tickets for 2 at each event (20th Anniversary Fire & Light Soirée, Iron Pour, 1 Fire Studio)
- Your company will be included in an anniversary kick-off to 22,500 Crucible community members and 100 media people and influencers across the West Coast
- Recognition and thank you for your company at each event on all materials
- Your logo and a link to your site on our company website
- Your logo on event signage and materials for all events and on all outreach/marketing materials
- Your logo on summer 2019 camp t-shirts printed all summer programs (500 t-shirts)



ABOUT THE CRUCIBLE

The Crucible is a 501(c)(3) nonprofit industrial arts education organization that fosters a collaboration of arts, industry, and community. Through training in the fine and industrial arts, The Crucible promotes creative expression, reuse of materials, and innovative design, while serving as an accessible arts venue for the general public in the Bay Area. Known for one-of-a-kind industrial arts education programs, The Crucible is also highly regarded for its innovative performances. The Crucible has produced a wide variety of events, including our iconic Fire Arts Festivals, Fire Operas, Hot Couture fashion show, and seasonal Open Houses. More than 15,000 people a year come to The Crucible to participate in classes, attend performances and experience our community.

YOUR SPONSORSHIP MATTERS

More than 6,000 young people participated in hands-on STEAM learning and original art-making with The Crucible last year, resulting in \$79,204 of scholarship allocation. Our engaging field trips welcomed 1,401 Bay Area youth, with 89% attending at no cost. Class revenue covers just two-thirds of our annual budget--we depend on donations, grants and sponsorships to fulfill our mission. Become a sponsor in our 20th anniversary year--show your support and have an impact!

Contact: Susan Mernit, Executive Director, The Crucible, susan@thecrucible.org