



SPONSORSHIP OPPORTUNITIES

2023-2024

**SAACA IS A NON-PROFIT ORGANIZATION
DEDICATED TO THE CREATION, PRESERVATION
AND ADVANCEMENT OF THE ARTS**

WHO IS SAACA?

Southern Arizona Arts & Cultural Alliance (SAACA) is a nonprofit organization dedicated to the creation, preservation and advancement of the Arts.

SAACA strengthens the bonds between *people*, *place* and *purpose* through collaborative, arts-driven experiences.

Our region has long served as a hub for arts and culture. Despite the influx and profusion of talent, local creatives find difficulty in making a living from their work and sharing it within the community.

We address these needs by cultivating programming that puts a spotlight on local artists and celebrates the identity that is uniquely Southern Arizona.

To date, SAACA has created over 400,000 arts-driven experiences... from innovative community festivals to creative sector development and accessible arts education, we grow both our place and purpose as we pursue our mission strengthening the bonds between people.

PEOPLE / Connection. Community. Empathy.

Our programming and work fill the need for human interaction in an isolated world.

PLACE / Diversity. Culture. Tradition.

We build on the present by preserving the past while instilling pride in our community.

PURPOSE / Problem-Solving. New Ideas. Curiosity.

We inspire creative solutions to promote a more resilient, empathic, and vibrant community.

When you contribute to SAACA, you directly underwrite the efforts of local artists, creatives, and makers alongside their journey of imagination.



MAKE A DIFFERENCE

IT'S A WIN-WIN FOR ALL

Sponsoring a SAACA event provides you with an experience to connect with the community and build brand awareness showcasing your company's support of the arts and the expansion of our cultural equity at large.

Each project reaches a different key audience segment and provides a fun and entertaining way to "wow" and "win" clients, vendors and/or employees. Feel great about supporting local arts, heritage and cultural organizations as you enjoy an unforgettable and immersive arts experience.

- Looking for an opportunity to become a part of one of the biggest events of the year?
- Ready to put your company name in front of hundreds of sophisticated party goers, foodies and art lovers?
- Want to demonstrate to your employees and investors your dedication to our community?
- Searching for a more intimate networking opportunity?
- Ready for a one-of-a-kind experience to make a big impression?
- Considering new ways to invest in your employees and innovate your sector?

For a quote or more information, contact:

(520) 797-3959

events@saaca.org



SAACA revolutionizes business,
connect with your employees
and create workplace positivity.

WHAT WE DO

We accomplish our mission by creating and presenting key programs, educational opportunities, and cultural celebrations that generate new possibilities while preserving older traditions for all artists, creatives, and makers to thrive. We utilize engagements in collaborative programming that are less commonly known as traditional art spaces.

Whether it be partnerships with local developers, healthcare service organizations, government partners, or social service organizations, our work continues to find new avenues for our creative sector to grow.



CATALYST CREATIVE COLLECTIVE

CATALYST combines over 14,000 square feet of flexible meeting, event, classroom and production space. SAACA conceived CATALYST after identifying a need for a dedicated community space that could uplift, connect and build stronger collaborations within our creative sector.

The space is capable of hosting special events, seminars, presentations, arts experiences, rehearsals, performances and social gatherings from 25-350 people.

Current CATALYST partners include working digital creators, culinary-based businesses, visual and performing artists, business networking groups, and nonprofit organizations such as the Southern Arizona Symphony Orchestra, Esperanza Dance Project, Tucson Youth Music, and the educational nonprofit Waters Center for Systems Thinking.

PUBLIC ART

The Southern Arizona Arts & Cultural Alliance specializes in working with businesses and community stakeholders to develop integrated arts projects into public spaces.

- Public Art Administration
- Mural Commissions
- Sculptural Installations and 3D Art
- Community-Led Public Art Projects
- Temporary and Permanent Public Art

BUSINESS & ARTS INTEGRATION

Establishing collaborative and innovative arts and business partnerships. Each day hundreds of businesses are unlocking the power of the arts to expand business development opportunities, inspire employees and brand their business apart from the rest.

SPECIAL EVENTS

Collaborating to produce diverse arts-based community festivals, programming, and events. From culinary to visual arts, cultural events and gallery spaces, no other organization expands the arts across more diverse arts platforms than SAACA in our community.

ARTS & CULTURAL RESOURCE

Expanding networked groups of artists and art organizations, and the engagement opportunities provided to them as a result. Our Undercover Arts Magazine unveils the wealth of artistic resources that define Southern Arizona.

ARTS ADVOCACY

Arts education plays an important role at all stages of life, and SAACA supports efforts to raise awareness about their importance. Our commitment to arts promotion is also reflected in our support for the advancement of art in health, the preservation of arts funding mechanisms, and the role arts play in the economic development of Arizona.



10,000 ATTENDEES
OVER 50 FINE ARTISTS
 SUPPORTING OVER 150 LOCAL
 EMERGING & PROFESSIONAL ARTISTS
DEMOGRAPHICS
AGES 35-75



LA ENCANTADA FINE ART FESTIVAL

SAT 10AM-5PM
SUN 10AM-4PM

NOVEMBER 4 & 5, 2023
JANUARY 27 & 28, 2024
APRIL 20 & 21, 2024

FREE ADMISSION

There is no cost to attend the art festival.

LA ENCANTADA SHOPPING CENTER

ABOUT

A signature Arts & Business partnership, the La Encantada Fine Art Festival creates a space for the arts and artists to thrive. The two-day juried fine art festival features regional and national award-winning artists, artist demos, shopping, and music. The festival promotes tourism, highlighting the unique character of local fine jewelers and artists working in over 15 other mediums. SAACA produces the event in partnership with local business sponsors and La Encantada Shopping Center - one of the region's premier open-air shopping destinations.

- **EMERGING ARTIST ZONE**
- **FINE ART**
- **SOUTHERN AZ'S LARGEST FINE ART FESTIVAL**

WHY?

SAACA aims to produce one of the largest and most well respected fine art festivals in the region, under the backdrop of the scenic Tucson Foothills, in the plush setting of the La Encantada Shopping Center. The festival features well-respected and talented regional and national artists, exhibiting their original art in a quality showcase setting. The festival provides an opportunity for local artisans to exhibit and showcase their art to the community, while drawing business to the La Encantada Shopping Center.

PARTNERSHIP OPPORTUNITIES

\$2,500 FESTIVAL SPONSOR PER FESTIVAL

- Logo on all Print Media as Title Sponsor
- Logo on all Television Commercials, Social Media Dedicated Blasts,
- Logo on Event E-Blasts with promotional sponsor videos (30,000+ email subscription list)
- Logo on Event Website as Title Sponsor
- Listed as Event Sponsor on SAACA Website and listing in all annual print materials
- Featured sponsor logo custom, produced by local artist on sidewalk
- 10 X 10 Exhibit Space Onsite
- Logo included on all mall signage, indoors and outdoors, as well as 6 foot banners on street.

