



saaca
art inspires. culture unites.

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.



8,000 ATTENDEES
200 CLASSIC CARS & EXHIBITORS
 SUPPORTING SAACA'S OUTREACH WORK
 IN THE COMMUNITY
DEMOGRAPHICS
 AGES 5-75



CRUISE, BBQ & BLUES

SAT 10AM-3PM

FEBRUARY 10, 2024

\$5 ADMISSION

12 & under free, \$1 off for Military, Reserves & Veterans
ORO VALLEY MARKETPLACE

ABOUT

Blending science, mechanics and design is an innovative art form in its own right. Car design is a ubiquitous but often overlooked art form which SAACA brings to light through our annual Classic Car Show.

The event invites thousands of people out to rev up the weekend with live Blues music on the main stage, classic BBQ on the grill, and an endless supply of everything we have come to love about fast cars and classic auto!

WHY?

SAACA believes that every aspect of an automobile is art, from the headlights and the body of the car, to the seats and dashboard, even each little screw and bolt holding the car together. The event aims to bring the automobile to light as an art form through this spectacular community event, which also supports our Business and Arts integration initiatives.

WHERE THE MONEY GOES

All Proceeds generated from Cruise, BBQ, & Blues Classic Car Show go towards Southern Arizona Arts and Cultural Alliance's community outreach programs.



PARTNERSHIP OPPORTUNITIES

\$1,500 FESTIVAL SPONSOR

- Logo on all Print Media
- Logo on Event E-Blasts (30,000+ eblast list)
- Logo on Event Website
- 10 X 10 Exhibit Space Onsite
- Logo on Mainstage Banner
- Kids Zone Sponsor (Activities)

\$2,500 FESTIVAL SPONSOR

- Logo on all Print Media
- Logo on Event E-Blasts (30,000+ eblast list)
- Logo on Event Website
- Banner on event main stage
- Logo on identifying signage onsite
- 10 X 10 Exhibit Space Onsite
- Logo included on television commercials
- Speaking Opportunity from the Main Stage
- Honorary Car Show Judge with Award Naming

\$5,000 TITLE SPONSOR

- Logo on all Print Media as Title Sponsor
- Logo on all Television Commercials, Social Media Dedicated Blasts, and Event Naming Rights
- Exhibit space at mall for 30 days (resident)
- 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
- Speaking opportunity from the event stage
- 10 X 20 Exhibit Space Onsite
- Logo included on all mall signage, indoors and outdoors, as well as 6 foot banners on street.
- Logo on event entry wristbands
- Logo on each entry tent
- Honorary Judge & Named Award Trophy