THE FreshArts GALA

Complete with zany costumes, live entertainment, dancing, an art auction, and light bites and drinks, Fresh Arts’ galas are always memorable! Whether celebrating shamed celebrities (The Black Ball) or runaway brides (The Ball n’ Chain) or spaced invaders (The Space Ball) or Willy Wonka-(The Gum Ball), Fresh Arts’ creative fundraisers never fail to “wow” our guests!

ABOUT THE FRESH ARTS GALA

Houston’s biggest artistic party strengthens the local arts community by supporting the vibrant, passionate artists who create it. Fresh Arts’ annual gala funds the development of professional skill-building opportunities for local artist entrepreneurs and supports programming to gain new audiences for artists, designers, performers and makers for the benefit of all Houstonians.

Fresh Arts is a 501c3 nonprofit. Your donation is tax deductible to the extent allowable by law.
Artists are at the center of what we do. That’s why Fresh Arts leverages our annual gala as a platform to showcase a wide range of Houston’s artistic talent through live music, out of this world performances, interactive art installations and unique entertainment showcases that you won’t see at your typical black tie gala.

In line with our mission to connect artists with new audiences, Fresh Arts annual gala art auction features exclusively local artists and over 50 works of art in all price ranges plus unique arts experience packages that you’ll only find at the Fresh Arts gala auction.

More than just a fundraising channel for Fresh Arts, artists may select a 50/50 split for the opportunity to earn additional funds to further their careers. Artists are then invited to attend the event as our special guest providing patrons the opportunity to meet the artists up-close and personal.
Guests are encouraged to be apart of the arts showcase by expressing their creativity through costumes. From homemade getups to custom-designed masterpieces, everyone is an artist at the Fresh Arts gala.

*The gala theme changes each year.... so you never know what to expect!*
$25,000 PRESENTING SPONSOR  
limited to one

Impact: Support Houston’s creative economy by supporting the Fresh Arts Artist Registry, a searchable online directory of local artists, musicians, actors, dancers and creative businesses working in the Greater Houston arts sector.

Sponsorship Benefits:

- 16 VIP tickets to the Gala,
- Reserved premium seating in our exclusive VIP lounge & bar,
- Bottle service for you + your 16 guests,
- A signed limited-edition artist print,
- Private tour of artist studios for you + your guests,
- Prominent logo recognition on
  - gala website,
  - gala emails (9k subscribers),
  - printed marketing materials,
  - onsite event signage.
- Company name/ logo projected in event space,
- Exclusive opportunity to brand a giveaway item for attendees.
- Dedicated social media shout outs
  (13.8k Facebook followers and 5k+ Instagram followers)

Your donation is tax deductible to the extent allowable by law - FMV $1140.
$10,000 ARTS PATRON

Impact: Direct support for free visual and performing arts programming to over 300,000 Houstonians and visitors each year.

Sponsorship Benefits:
- 16 VIP tickets to the Gala,
- Reserved premium seating in our exclusive VIP lounge & bar,
- Bottle service for you & your 16 guests,
- A signed limited-edition artist print,
- Prominent acknowledgement on:
  - gala website,
  - gala emails (9k subscribers),
  - printed marketing materials,
  - onsite event signage.

Your donation is tax deductible to the extent allowable by law - FMV $1040.
Impact: Enable the creation of more public art by local artists in Arts District Houston.

As the managing partner for Arts District Houston, a state-recognized cultural district, Fresh Arts aim to foster public art projects in which the community sees themselves reflected. We provide a focal point for celebrating and strengthening the community’s cultural identity, boosting local economies, and realizing cultural and civic benefits for everyone involved.

Sponsorship Benefits:

- 10 VIP tickets to the Gala,
- Reserved area for you + your guests in our exclusive VIP lounge & bar,
- Acknowledgement on:
  - gala website,
  - gala emails (9k subscribers),
  - printed marketing materials,
  - onsite event signage.

Your donation is tax deductible to the extent allowable by law - FMV $650.
$2,500 ARTS SUPPORTER

Impact: Empower Houston’s artists with professional development programs like Artist INC, the Fresh Arts Summit, free workshops, podcasts, and a vast library of online resources.

Sponsorship Benefits:
- 8 VIP tickets to the Gala,
- Access for you + your guests to our exclusive VIP lounge & bar,
- Acknowledgement on:
  - gala website,
  - gala emails (9k subscribers),
  - printed marketing materials,
  - onsite event signage.

Your donation is tax deductible to the extent allowable by law - FMV $520.
$1,000 ARTS ALLY

Impact: Support our Fiscal Sponsorship program which empowers artists to present the freshest projects in music, film, dance, theatre, and more.

Sponsorship Benefits:
- 5 tickets to the Gala,
- Acknowledgement in print + email invitations.

Your donation is tax deductible to the extent allowable by law - FMV $325.

$600 ARTS FAN

Impact: Support Art on Tap, our weekly email highlighting the best programming across the city by Houston artists.

Sponsorship Benefits:
- 3 tickets to the Gala,
- Acknowledgement in print + email invitations.

Your donation is tax deductible to the extent allowable by law - FMV $195.
Please complete and return the form below
or submit payment online at: FRESHARTS.ORG/THE-UNBELIEVE-A-BALL

THE UNBELIEVE-A-BALL

Saturday, January 22, 2022 | 8PM to Midnight | The Garage HTX 1520 Oliver Street, Houston, TX 77007

O $25,000 PRESENTING SPONSOR (limited to one)
Benefits: In addition to the benefits below, company name/ logo projected in event space, private tour of artist studios for you + your guests, exclusive opportunity to brand a giveaway item for attendees. Your donation is tax deductible to the extent allowable by law - FMV $1140.

O $10,000 ARTS PATRON
Benefits: 16 tix to the gala, with reserved premium seating and bottle service for you + your guests in our exclusive VIP lounge & bar, plus a limited-edition artist print and prominent acknowledgement on electronic + printed marketing materials. Your donation is tax deductible to the extent allowable by law - FMV $1040.

O $5,000 ARTS ADVOCATE
Benefits: 10 tix to the gala, with a reserved area for you + your guests in our exclusive VIP lounge & bar plus acknowledgement on electronic + printed marketing materials. Your donation is tax deductible to the extent allowable by law - FMV $650.

O $2,500 ARTS SUPPORTER
Benefits: 8 tix to the gala, with access to our exclusive VIP lounge and bar for you + your guests, acknowledgement on electronic + printed marketing materials. Your donation is tax deductible to the extent allowable by law - FMV $520.

O $1,000 ARTS ALLY
Benefits: 5 tix to the gala, acknowledgement on electronic + printed marketing materials. Your donation is tax deductible to the extent allowable by law - FMV $325.

O $600 ARTS FAN
Benefits: 3 tix to the gala, acknowledgement on Fresh Arts’ website. Your donation is tax deductible to the extent allowable by law - FMV$195.

O DONATION
I am unable to attend but please accept my enclosed donation.

PROGRAM ADVERTISING
Full and half page program ads are available. Please contact Marci Dallas at: marci@fresharts.org for program advertising rates or any sponsorship-related questions.

Ask us about custom sponsorship packages! We’re happy to work with you to put together a customized sponsorship package that suits your needs.

Full Name:__________________________________________________________

Circle Underwriting Level:
$25,000 / $10,000 / $5,000 / $2,500 / $1,000 / $600

Other Donation Amount: $ __________

Phone:______________________________________________________________

Email:______________________________________________________________

Payment: Mastercard / VISA / AMEX / Discover / Check #_______________
(Please make checks payable to Fresh Arts)

Credit Card #: ______________________________________________________

Name on Card: _______________________________________________________

Exp. Date: _______________ Security Code: _____________________________

Address:____________________________________________________________

City: ___________________________ State: _____ Zip: ________________

Your support plays a critical role in the success of Fresh Arts’ mission to champion local artists. THANK YOU FOR YOUR SUPPORT!

MAIL TO: P.O. Box 66494 Houston, TX 77266. Easy online payment available at: FRESHARTS.ORG/THE-UNBELIEVE-A-BALL