

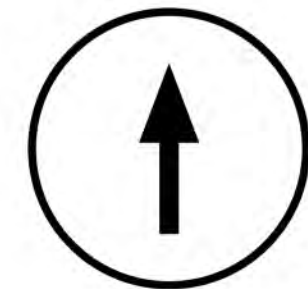


# THE 222

## SPONSORS



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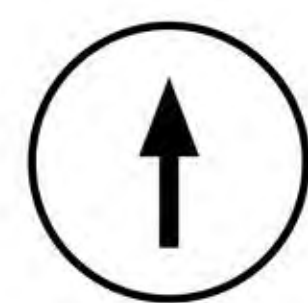


# IMPACT

since 2021



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- 5 Years of exceptional performances
- 700+ Free & ticketed events
- 1000+ Artists supported
- 17,000+ Unique attendees
- 3 Bay Area Educational Partners (K-12 & higher ed)
- 12 Programmers
- 9 Different disciplines for a diverse audience.  
Classical, Jazz, Theatre, Opera, Literary, Film,  
Choral, Dance and Community Outreach
- 50+ Volunteers
- 35+ Types of instruments played
- 200+ Standing Ovals
- 222+ 222 Members
- 6500 222 Contacts



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# WE ARE **THE 222**

**THE 222** is a Performing Arts Organization in Healdsburg, California, committed to embracing innovation and developing performances for the 21st century.

WE CELEBRATE HUMAN SPIRIT CREATIVITY COMMUNITIES

Join us in our social mission. **THE 222:**

- Creates outstanding events and experiences in the performing arts as a prime dynamic of connection within our communities.
- Recognizes and encouraging youth participation in the arts as an investment in our long-term cultural vitality.
- Strengthens the interactions among artists, audiences and communities.

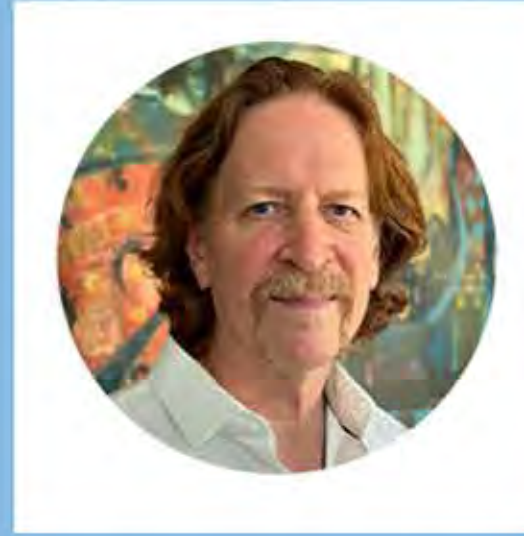


# CORE ARTISTIC TEAM

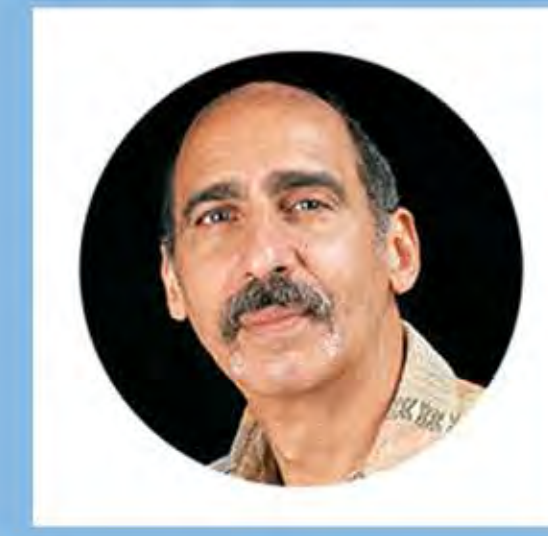
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## STAFF



Paul Mahder, Executive Director



Jonathan Wind, Marketing Dir.



Erin Partridge, Director

## PROGRAMMERS



Amy Kossow, Theatre



Aldo Billingslea, Theatre



Caroline Altman, Opera



Jessica Felix, Jazz



Laurie Glover, Literary



Denise Low, Literary



Sanford Dole, Choral



Sally Hubbell, Community



Gary McLaughlin, Classical



Eleanor Nichols, Film



# SPONSORING OPPORTUNITIES

## ➔ \$100,000 **Season Sponsor**

Sponsor the next season of innovative programming at **THE 222**. Your contribution ensures our programmers can continue to select world-class artists and performers to come to Healdsburg. Season sponsors receive special recognition in print, web and display materials across the season as well as on **THE 222** permanent donor wall. Season Sponsor organizations receive eight tickets to any event throughout the sponsorship season.

## ➔ \$50,000 **Program Sponsor**

Sponsorship at the program level connects your organization with a specific area of programming at **THE 222**. Your organization will be featured in promotional materials (print and web) for events from that discipline over the course of the season as well as on **THE 222** permanent donor wall. Your organization will receive four tickets to events from the sponsored program.



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# SPONSORING OPPORTUNITIES

All sponsors of \$10,000 or more will be recognized on a permanent donor wall display at the entrance of THE 222

## ➔ \$5,000 **Event Sponsor**

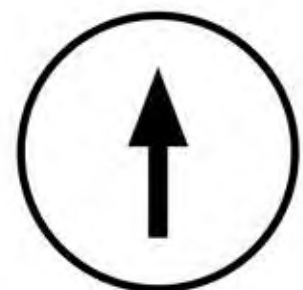
Sponsoring an individual event shows your organization's interest in the arts and culture in Healdsburg. Your organization will be featured in promotional materials (print and web) for the event and will be recognized before the event begins. You will also receive two tickets to the sponsored event for members of your organization. If interested, organizations are able to sponsor multiple events per season.

## ➔ \$2,000 **Community Sponsor**

The community sponsor level signals your organization's commitment to **THE 222** continuing to offer free and low-cost events throughout the year. Students under 18 are able to attend any event or performance for free. We also offer day and evening events at no cost to attendees, ensuring that cost is not a barrier to high-quality arts and culture engagement. Your organization will receive two tickets to an event of your choosing.



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# WHY Partner with THE 222?

Housed within the largest gallery north of Los Angeles, **THE 222** plays a key role in bringing a wide range of arts and culture to the city of Healdsburg. This embraces the city's commitment to the arts and culture as they initiate an Arts and Culture Commission and create a master plan for the arts. Each season, programmers and the team at **THE 222**, along with a team of dedicated volunteers, bring extraordinary experiences to audiences and participants all through the year.



Photo: Erin Partridge

Eight reasons businesses should partner with and support the arts:

- ▶ Cultivate Diversity and Empathy
  - ▶ Amplify Skills
  - ▶ Drive Innovation
  - ▶ Show Gratitude
- ▶ Set Your Business Apart
  - ▶ Enliven the Workplace
- ▶ Advance Civic and Social Priorities
  - ▶ Enrich Community Life

THE 222 is a 501(c)3 non-profit organization.  
Your gift is tax-deductible.

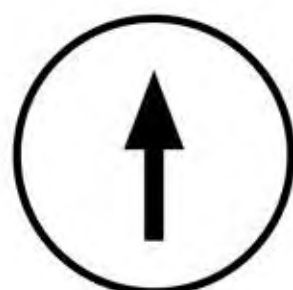
"Corporate support is also essential for the creative edge, the additional innovative cultural quality of an arts organization that can be achieved only by additional resources... Innovative arts productions which are creative above average need commensurate funds."  
- Author, Volker Kirshberg

"The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance at arts events generates related commerce for hotels, restaurants, parking garages, and more." - Americans for the Arts

Healdsburg is "peopled by an abundance of sophisticated individuals, often with pasts in vibrant, urban metropolises, who have come here in search of community at a calmer scale. THE 222 promises meaningful culture as a participatory village venue. Your contribution in money, effort and enthusiasm in building community would be very important and appreciated." - 222 volunteer, Jake Rutherford

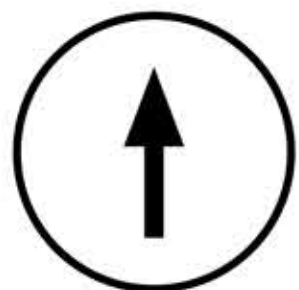
"It has been my experience that THE 222 has become a model of what a cultural institution can provide: positivity, accessibility and inclusion."  
- Local resident, Sue Saperstein

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# COME PLAY WITH US

Your contributions help fund strategic initiatives  
and sustain the creative ecosystem of  
Healdsburg and the North Bay Area at large as  
a cultural innovation hub for the world.