

MEDIA RELEASE

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“ArtSi” Sponsorship Opportunity for Brands Supporting US Performing Arts

Brand-building opportunity to reach broad audiences by sponsoring people early in their performing arts careers

Washington, D.C., September 18, 2017: The nonprofit National Performing Arts Funding Exchange today announced the launch of its **Arts Stipend Initiative for Advancing Performing Arts Careers** — **ArtSi** for short.

Reflecting NPAFE’s mission to attract more corporate backing for the performing arts, **ArtSi** offers corporate sponsors high return on marketing investment by linking their brands to small yet meaningful stipends for advanced degree candidates starting their business or performance careers in performing arts.

As with all NPAFE sponsorship options, corporate sponsors using **ArtSi** achieve uniformly favorable brand image nationally, regionally, and especially locally where clients and customers live, work, bank and shop.

NPAFE CEO Cliff Brody describes **ArtSi** as “one of the corporate world’s better opportunities to advance performing arts entrepreneurship and creativity, with high impact and at a really modest cost.” **ArtSi** focuses on professionals across the spectrum of theater, music and dance, performers themselves and the finance, fund raising, marketing, management, and multi-media professionals teaming with performers make it all happen.

ArtSi is structured, Brody explains, to make sure sponsor brands achieve two goals: broad stakeholder and public recognition for supporting the performing arts, and brand loyalty among important demographic groups like universities, college students, parents, grandparents, and the entertainment and business worlds. Brody adds: “**ArtSi** is custom-made to associate great brands with this great excellence, over the long haul, too.”

Beginning in mid-October, 2017 with a simple on-line form, NPAFE will accept stipend recipient nominations from performing arts faculties, performing arts companies, venues and individuals. Current plans call for the first stipends to be offered for the Winter-Spring 2018 academic semester.

As with all NPAFE efforts to attract corporate funding for performing arts professionals, NPAFE arranges print, broadcast, and social media initiatives before, during and after the stipend, and public relations initiatives directed to the educational, performing arts and business communities — all emphasizing the brilliance of American performing arts professionals and the value of corporate sponsor commitment to their success.

ArtSi stipends can be targeted locally, regionally, and nationally. Recipients are chosen for their entrepreneurial and creative leadership, not just for their artistic talent. **ArtSi** budgets are especially cost effective: \$3,200 for each stipend with \$2,500 going directly to the recipient and \$700 set aside for educational institution and NPAFE administrative costs.

This makes **ArtSi**, says Brody, “among the best options for aligning corporate brands with the distinction that our country’s performing arts professionals demonstrate every day, across the US and around the world.”

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About NPAFE - The National Performing Arts Funding Exchange. NPAFE is the country’s only not-for-profit partnering exclusively with private sector businesses committed to advancing the performing arts, channeling direct corporate funding to performing artists acclaimed for creating compelling original work. NPAFE offers corporate sponsors direct sponsorship opportunities including site specific works, scheduled performances, new commissioned works, and one-of-a-kind videos. Sponsor support comes from business-world funders intent on associating their brands with “the next generation of best” performing artists, as well as people already applauded by loyal and discerning audiences. NPAFE provides marketing and funding services to its performing artists members free of charge.

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