



HOWARD COUNTY MARYLAND CHAPTER
THE SOCIETY, INCORPORATED
SUPPORTING THE ARTS

2024
YOUTH
ARTS
SHOWCASE
SPONSORSHIP PROPOSAL

A ballerina in a white tutu is captured in a dynamic pose, with her arms raised and hands clasped. She is wearing a white tutu and ballet slippers. The background is dark, making the white dress stand out. The text is overlaid on the image, with the words "creative talents" in orange and the rest in white.

“Helping today’s
youth turn their
creative talents
into artistic
opportunities for
their futures.”

About Us

Founded in 1983 by four women who conceived the idea of organizing a group of professional women of color who shared the goals of friendship and service, The Society, Incorporated, is a non-profit national organization of women dedicated to enhancing, exposing, and promoting youth in the arts for the betterment of our communities.



We are dedicated and focused women with a passion for children and the arts

We are bonded in friendship and service to encourage and support youth who are talented in the arts. With a focus on under-served children, our work provides the opportunity to enhance youth appreciation for and knowledge of the exciting dimensions of artistic expression.

Our Mission

To transform the lives and social conditions of children who live in underserved communities through involvement in the Arts.

Our Vision

To help students connect and integrate artistic concepts across multiple art forms and to encourage students to explore their inherent abilities in the arts to illuminate aspects of themselves.

Our Goals

To make The Society a household name in the Howard County, Maryland creative arts community by producing sustainable and substantive arts programming that will fill critical gaps in traditional access points to artistic pathways in the following ways:

- Increase student engagement in the arts through exposure to different genres;
- Raise young people's self-esteem and confidence necessary to succeed through support of their artistic endeavors;
- Explore artistic partnerships with like-minded organizations to help support our efforts

About The Event

As one of our premier events, our Youth Arts Showcase celebrates the artistic expression of today's youth in the form of instrumental, literary, and performing arts. Hosted by WHUR's Jacquie Gales Webb, this event is sure to be a sold out event as talented youth from Howard and surrounding counties join us at the Horowitz Visual and Performing Arts Center on Sunday, January 21, 2024 at 2PM.



Why Sponsor Us

Since 2007, the Howard County Maryland Chapter of The Society, Incorporated has promoted friendship among our members, as well as served as a local resource for young people in the arts.

Your generous donation will not only aid our chapter in providing scholarships for talented collegiate youth who are studying programs in the arts, but also with our annual programmatic goals of producing sustainable and substantive programming for under-served youth in the following creative areas of art:

- **Literary Arts** - Non-fiction and fiction writing, poetry, prose, essays (and other writing), artistic student response
- **Performing Arts** - Dance, stage, oratorical speech, and other theatrical performances
- **Visual Arts** - Fine, applied, painting, drawing, design, photography, videography, digital art, film making/editing, fashion, and culinary
- **Instrumental Arts** - Instrumental music, conducting, composition, scoring, and vocal music

Why Art Matters

The realm of art is vast, and its significance has evolved over time. However, there are primary reasons why art has remained indispensable to humanity:

- **Escape from Reality:** Art offers a haven from the every day, allowing us to step into different worlds and perspectives.
- **Fostering Community:** It establishes a shared identity and sense of belonging among diverse groups.
- **Self-Expression and Awareness:** Art provides a platform to voice our feelings, thoughts, and identities.
- **Contemplation and Reflection:** Through art, we can introspect and ponder life's mysteries.
- **Entertainment and Joy:** Beyond its deeper meanings, art can also be sheer fun and enjoyment.
- **Eliciting Strong Reactions:** Art has the power to inspire awe, wonder, and introspection.

“Art is a multifaceted phenomenon, serving as a reflection of our innermost emotions and the world around us. It evokes feelings, from joy and sorrow to anger, creating a bridge of understanding between diverse groups of people. By transcending languages and cultures, art becomes an invaluable asset in fostering unity and peace.”- Eduardo Kobra

Kobra, Eduardo. The Art Blog (2022). *The Essence and Significance of Art*. <https://www.eden-gallery.com/news/why-is-art-important#>

The Society, Incorporated
Supporting the Arts



HOWARD COUNTY MD CHAPTER
THE SOCIETY, INCORPORATED
PRESENTS

20 YOUTH ARTS 24 SHOWCASE

DATE

SUNDAY, JANUARY 21
2:00PM - 4:00PM

VENUE

**HOROWITZ VISUAL AND
PERFORMING ARTS CENTER**
COLUMBIA, MD

JOIN US!

FOR A CELEBRATION OF YOUTH TALENT IN PERFORMING,
INSTRUMENTAL, AND LITERARY ARTS!

FOR MORE INFORMATION VISIT WWW.THESOCIETYINCHOCO.ORG

Sponsorship Packages

With your support, the Howard County Maryland Chapter of The Society, Incorporated can continue our programmatic efforts of protecting youth artistic expression. We would consider it an honor if you accept this invitation to sponsor us. As a 501(c)3 organization, your donation is tax-deductible.

SPONSOR LEVELS

SPONSOR BENEFITS

HEADLINER

\$5,000

- Front row seats for up to six (6) guests
- Inclusion in The Society, Inc. HOCO website, social media, e-blasts, and marketing materials as YAS Sponsor
- Signage in Horowitz Center at YAS and listing in YAS program as Sponsor
- Photo opportunity for you/your organization with YAS performers
- You or a member of your organization may be a judge for YAS program.

SHOWSTOPPER

\$2,500

- Six (6) preferred tickets
- Inclusion on The Society, Inc HOCO website, social media, e-blasts, and marketing materials as YAS Sponsor
- Signage at the Horowitz Center at YAS and listing in YAS program as Sponsor
- Photo opportunity for you/your organization with YAS performers

MEGASTAR

\$1,000

- Four (4) tickets
- Inclusion on The Society, Inc. HOCO website, social media, e-blasts, and marketing materials as YAS Sponsor
- Signage at the Horowitz Center at YAS
- Listing in YAS program as Sponsor

ART AFICIONADO

\$500

- Two (2) tickets
- Inclusion on The Society, Inc HOCO website, social media, e-blasts, and marketing materials as YAS Sponsor
- Listing in YAS program as Sponsor

CULTURE ADVOCATE

\$250

- Two (2) tickets
- Listing in YAS program as Sponsor



Contact Us

Additional details about our sponsorship levels and our organization may be found on our website at www.thesocietyinchoco.org/sponsorship.

President

Sharon Jackson Wilder

**Vice President &
2024 Youth Arts Showcase Committee Chair**

Brandy Rodgers McDonald

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The Society, Incorporated**

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