



Eliot School of Fine & Applied Arts 350th Anniversary Sponsorship Packet

A Legacy of Craft, Creativity, and Community

Since 1676, the Eliot School of Fine & Applied Arts has been a cornerstone of creative life in Boston, inspiring generations of artists, makers, and learners. As we celebrate our **350th Anniversary in 2026**, we invite you to join us in supporting vibrant programs that connect people of all ages and backgrounds through creativity, craftsmanship, and community engagement. **Your sponsorship helps sustain free community events, creative arts education, and a legacy of craftsmanship that has endured for over three centuries.**

Regional Audience Snapshot:

Partnering with the Eliot School's 350th Anniversary means aligning your brand with Boston's creative heartbeat. Sponsors gain visibility among diverse, educated, and engaged communities who value art, craftsmanship, and social impact.

Estimated Market Reach: 325,000+

- **Program Participants:** ~7,000 annually
- **Digital Reach:** 14,000+ email subscribers, 7,000+ social followers
- **350th Events Projected Attendance:** 5,000+

Audience Demographics

- **Median Age:** 37.6
- **College Degree or Higher:** 61%+
- **Median Household Income:**
 - Brookline/Newton: \$120K–\$160K
 - JP/Roslindale/West Roxbury: \$90K–\$125K
 - Roxbury: \$45K–\$60K
- **Homeownership:** ~55% overall
- **Diversity:**
 - 48% White
 - 25% Black/African American
 - 15% Latinx/Hispanic
 - 12% Asian

Values & Lifestyle

- Creative professionals, artists, and cultural enthusiasts
- Strong interest in arts, design, DIY, sustainability
- Passionate about local businesses and community causes
- Early adopters and loyal consumers of ethical, value-driven brands

Key Segments

- Urban professionals, arts-focused, tech-savvy
- Affluent homeowners, arts patrons, socially conscious
- Young creatives, cultural consumers
- Diverse, civic-minded, family-focused



Anniversary Celebration (October 3, 2026)

A community celebration with art, crafts, games, music, and more!

Level	Investment	Benefits
Big Tent Benefactor	\$10,000	Naming of key area; promo item opportunity; press release partner; booth/table; premier event signage; 4 social posts; logo in emails; individual thank-you from stage
Sweet Treat Sponsor	\$5,000	Promo item opportunity; press release mention; booth/table; featured event signage; 2 social posts; logo in emails; individual thank-you from stage
Art Booth Backer	\$2,500	Booth/table; shared event signage; 1 social post; logo in emails; group thank-you from stage
Games & Giggles Sponsor	\$1,000	Name on event signage; 1 social post; logo in emails; group thank-you from stage
Joyful Joiner	\$500	Name on event signage; group thank-you on social media, in emails, and from stage



In-Kind Sponsorships Welcome!

Across all events, we welcome in-kind contributions such as:

- Food & beverage services
- Entertainment (musicians, DJs)
- Art supplies and craft materials
- Event rentals (tents, tables, decor)
- Auction items

We recognize in-kind sponsors with signage, website listings, social media shout-outs, and gala program mentions.

Contact: Kord Jablonski

Interim Executive Director

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Anniversary Celebration Sponsorship Levels

Bring Joy to Hundreds of Our Neighbors While Supporting Creativity and Connection

	BIG TENT BENEFACTOR \$10,000	SWEET TREAT SPONSOR \$5,000	ART BOOTH BACKER \$2,500	GAMES & GIGGLES SPONSOR \$1,000	JOYFUL JOINER \$500	PICNIC PARTNER IN-KIND
Recognition on Yard Signage & Webpage	Premier Placement	Featured Placement	Shared Placement	Name Only	Name Only	Name Only
Featured Thank You from Stage	Individual	Individual	Group Thanks	Group Thanks	Group Thanks	Group Thanks
Recognition in Email Promotions	Name and Logo	Name and Logo	Name and Logo	Name and Logo	Name Only	Name Only
Social Media Recognition	4x	2x	1x	1x	Group Thank You Post	Group Thank You Post
Booth/Table at Event	X	X	X			
Press Release Mention	X	X				
Promo Item Opportunity	X	X				
Naming of a Key Area (e.g. Stage, Tent)	X					

For more information, contact Interim Executive Director Kord Jablonski: kjablonski@eliotschool.org • 617-916-4558