

# THE LISTENING

## Full Sponsorship Deck

Become a Proud Corporate Sponsor of one of Lynchburg's Hardest Working Nonprofit Organizations



# Our Mission Statement



To Engage, Change and Save Lives with  
the Performing Arts Through Community  
Engagement and Youth Programming

# Why Sponsor The Listening?

## More Than Performing Arts



Sponsoring The Listening is a strategic partnership opportunity to make creative impact using the performing arts to address social action, education, mental health and community building.

## Empowering and Activating



Together, we can support an audience local artists, advocates, activists and allies who believe in the transformative power of dance, literature, poetry, theater and song-writing.

## Our Values. Our Community.



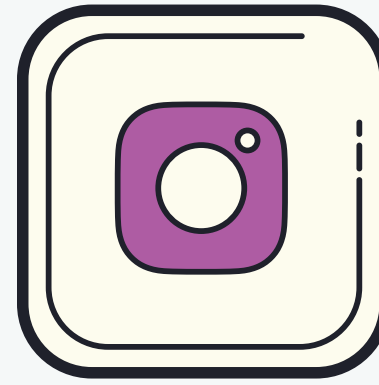
You believe in the work we do, and you want to be a part of our long-term sustainability. Businesses who sponsor our work have a hand in developing future leaders and professionals.





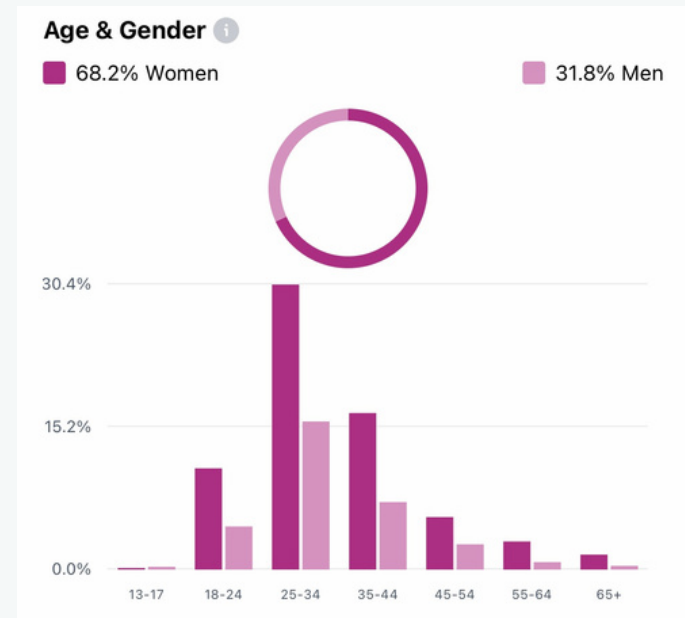
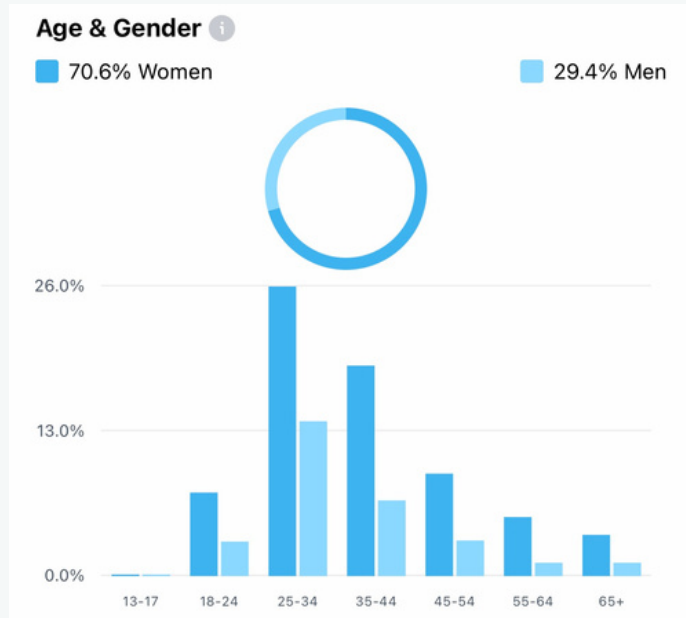
## Facebook Audience

1,800+  
Page  
Likes



## Instagram Audience

1,500+  
Page  
Likes



# NATIONAL NETWORK

Xo



## Children's Defense Fund

The mission of the CDF Freedom School program is to build strong, literate, and empowered children prepared to make a difference in themselves, their families, communities, nation and world today. Our program works with middle and high school aged students during the summer to combat summer learning loss.

The Listening is aligned with the Children's Defense Fund in our belief that impact and change can be made when our youth are given the tools to engage with the world around them.



## U.S. Department of Arts and Culture

The U.S. Department of Arts and Culture invites like-minded organizations like The Listening to become a USDAC Affiliate To connect and amplify the many efforts to harness the power of creativity for an equitable, just, and democratic society.

With annual activities like the **People's State of the Union** and the **Poetic Address to the Nation**, The Listening actively participates in a network of organizations around the country who believe in the use of our creative gifts to do more than entertain.



## Brave New Voices Network

The BNV Network is designed to create a space for like-minded organizations to share best practices, develop relationships with other organizations and educators, and to create opportunities for the Network to explore the power of spoken word poetry.

As a part of this network, The Listening is able to utilize these shared resources to empower local youth to take part in an art form and community that centers the voice of the (young) people without **Young, Lit & Free Workshop!**

# Sponsorship Commitment

The relationships we develop with our sponsors are intentional. These opportunities are for highly qualified and mission-aligned individuals who will help further the vision and purpose of The Listening, Inc.

Sponsors must maintain company integrity and standards with a commitment to community and service. Sponsorship opportunities require a donation because it allows us to expand our impact and sustain our programs and activities.

The benefits of sponsorship go far beyond media recognition. As a sponsor, you and/or your company recognize a mutually understood vision of socially minded community members, and the role the arts can play in shaping our community for the better.

As a sponsor, we promise the following benefits are available with various levels of sponsorship:

- The opportunity to build trust within local community
- The opportunity to invest in local artists, leaders and professionals
  - Participation in Community Engagement opportunities/Programming
  - Community Involvement and Giving Back
    - Brand Awareness and Recognition
    - Media Exposure to Help Promote your Business/Brand
- Tax Deduction and Write Off of Business Expenses

# WHAT WE DO

Since the beginning, the bedrock of The Listening has been in facilitating a platform that allows the community to come together, artist and audience alike. Using the performing arts as our primary model of impact, we have been hosting open mic sessions since 2013, where people from all around the city (and beyond) have experienced something worth listening to. In addition to these open mic sessions, we've grown more focused in our attempt to impact our community.



SIGNATURE SESSIONS

YOUNG  
LIT &  
FREE



POETIC JUSTICE  
VIRTUAL CONFERENCE

# Over **50** Community Events

From Open Mic Sessions to Movie Screenings, we've been active since 2013, growing skilled in bringing diverse groups of people together.

# Featured Over **100** Artists

One of the things we are proud of is being able to bring rappers, musicians, singers, dancers, poets and storytellers to the stage to be heard.

# Served Over **30** Families

Our programs are not just for the young people that participate - we hope to serve the entire family by working together and providing access to resources throughout the community.

# Raised Over **\$150,000**

Everything we are able to accomplish is made possible due to the generosity of local businesses, community members, and institutions of faith through the region.





# OPEN MIC SESSIONS

## WELCOME TO LYNCHBURG'S MOST DYNAMIC OPEN MIC SCENE

The Listening first started as a year-long series of open mic sessions. We continue this tradition with themed sessions, focusing on three tentpoles of impact:

**The Art - The Artist - The Community.**

Each session provides opportunity to invest in relationships with fellow lovers of impactful art.

*We don't do this to entertain you.*

PLATINUM LEVEL

\$4,000

GOLD LEVEL

\$2,500

SILVER LEVEL

\$1,500

BRONZE LEVEL

\$1,000

SEASONAL  
SPONSOR

\$750

SIGNATURE ARTIST  
SPONSOR

\$500



## SUMMER READING PROGRAM

The CDF Freedom Schools® program seeks to build strong, literate, and empowered children prepared to make a difference in themselves, their families, communities, nation and world today. By providing summer reading enrichment for children who might otherwise not have access to books, our Freedom School program plays a much needed role in helping to curb summer learning loss and close achievement gaps in our region.

IN PROUD  
PARTNERSHIP  
WITH:



PLATINUM LEVEL

\$25,000

GOLD LEVEL

\$10,000

SILVER LEVEL

\$5,000

BRONZE LEVEL

\$2,500

CLASSROOM  
SPONSOR

\$1,000

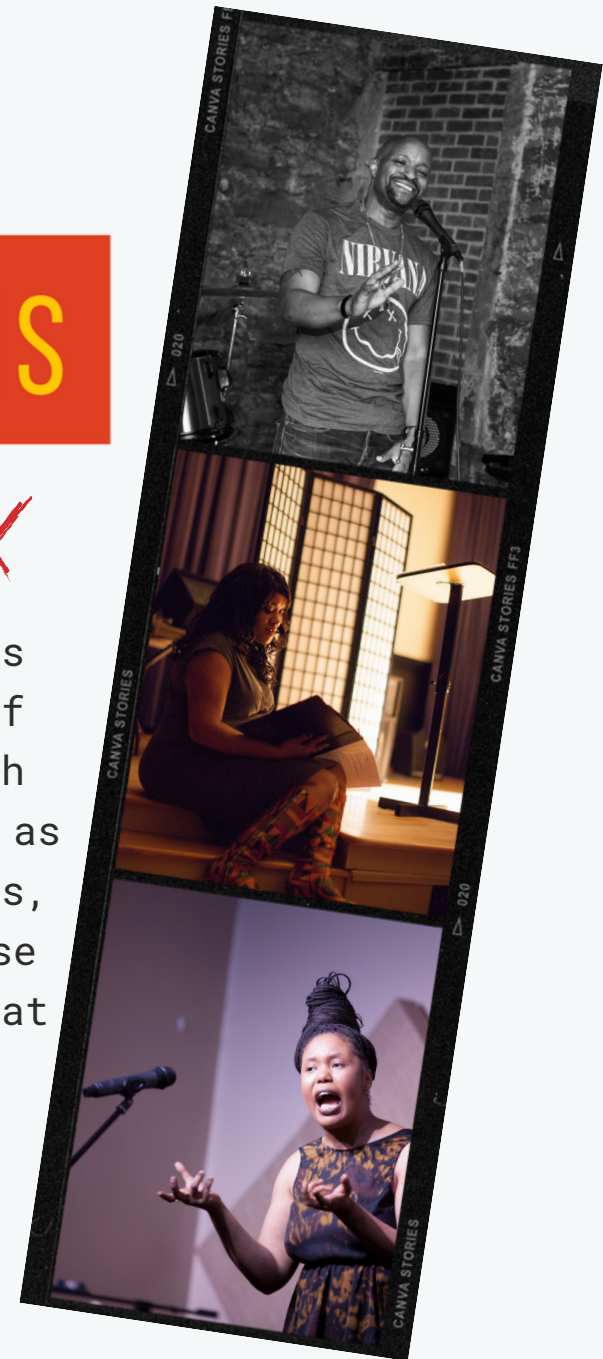
SCHOLAR AWARD  
SPONSOR

\$500

# SIGNATURE SESSIONS

## LOCAL/NATIONAL TALENT SHOWCASES

Our Signature Sessions feature local, as well as national artists, whose brand of artistry and personal stories align with our vision of seeing the performing arts as more than entertainment. More than events, these Sessions exist as a space for those with an appetite for words and sounds that are imbued with purpose and passion.



STADIUM LEVEL

\$5,000

CONCERT HALL  
LEVEL

\$3,000

WAREHOUSE  
LEVEL

\$2,500

COFFEEHOUSE  
LEVEL

\$1,500

SESSION SPONSOR

\$1,000

SIGNATURE ARTIST  
SPONSOR

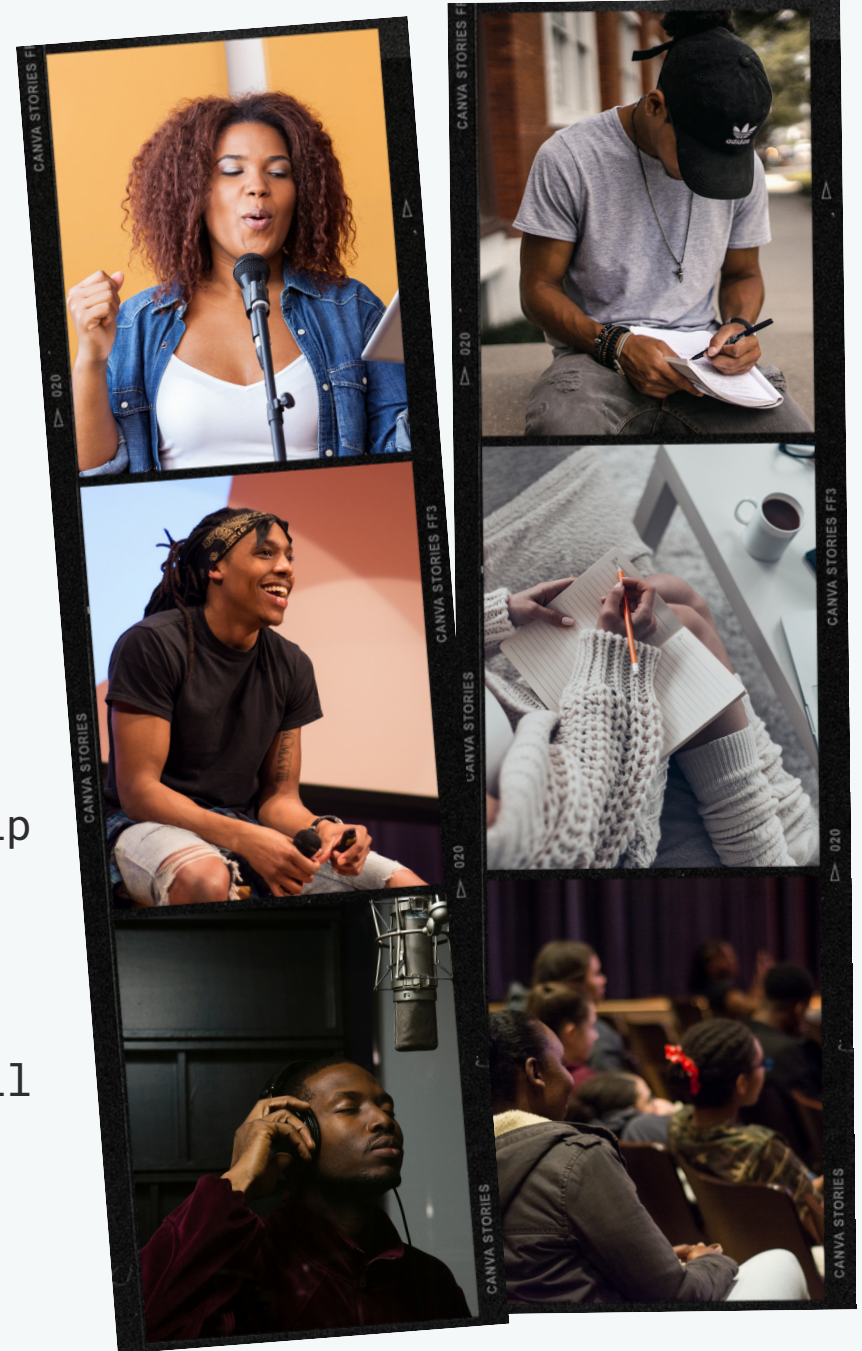
\$750

# YOUNG LIT & FREE

## CREATIVE & PERFORMANCE WRITING WORKSHOPS

The goal of these workshops is to help young poets and artists create performance poetry that will build their creative development, self-confidence and self-awareness, as well as their social and cultural awareness.

Be Young - Be Lit - Be Free!



LIBERATION LEVEL

\$10,000

KINDLING LEVEL

\$7,500

BLOOM LEVEL

\$5,000

EVERGREEN LEVEL

\$3,500

SESSION SPONSOR

\$1,000

YLF OPEN MIC  
SPONSOR

\$750





Our Battle Symphony Peer Support Group exists to help teens battling depression, suicidal ideation, and anxiety develop their own coping skills and tools using storytelling, song-writing and poetry



PLATINUM LEVEL

\$5,000

GOLD LEVEL

\$3,000

SILVER LEVEL

\$2,500

BRONZE LEVEL

\$1,500

SESSION SPONSOR

\$1,000

ACTIVITY SPONSOR

\$750

# POETIC JUSTICE

## VIRTUAL CONFERENCE

**This annual virtual conference is being structured as a community experience as well as a creative resource for artists, educators, students, activists and mental health advocates with our mission as our primary focus.**

**DATE: JANUARY 15, 2022**



STADIUM LEVEL

\$5,000

CONCERT HALL  
LEVEL

\$3,000

WAREHOUSE  
LEVEL

\$2,500

COFFEEHOUSE  
LEVEL

\$1,500

SESSION SPONSOR

\$1,000

SIGNATURE ARTIST  
SPONSOR

\$750



CANYVA STORIES

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# THE LISTENING

THE LISTENING | P.O. BOX 515, LYNCHBURG, VA, 24504

434-515-2103 | [WWW.WELCOMETOTHELISTENING.ORG](http://WWW.WELCOMETOTHELISTENING.ORG) | EIN#: 81-2429529



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