

ASK Business Membership



ARTS SOCIETY
OF KINGSTON
REGIONAL CENTER FOR THE ARTS

Why Join ASK as a Business?

Provide perks for your employees

- See the next slide for our Core Benefits

Advertising opportunities

- Different tiers of membership offer multiple options for promotion

Align your brand with a growing, local arts organization

- ASK has been in Kingston for 26 years and has seen a 10% growth in membership in the past two months

Support local artists and the Kingston community

- All of ASK's gallery programming is free and open to the public
- We support the community by offering our space free of charge to local organizations like the YMCA Farm Team, African Roots Center, and Women's History Month Kingston
- ASK collaborates with other local arts organizations like Poetry Barn, Cornell Creative Arts Center, Mt Tremper Arts, and Midtown Arts District Kingston
- Every year ASK exhibits over 700 works of art, hosts over 100 performances, and offers 100-plus classes and workshops

Core Benefits

These perks will apply to employees at all tiers of Business memberships

- Minimum **10% discount** to all ASK produced classes, performances, and on venue rental (theater, classroom, galleries).
- 20% discount at Rhinebeck Art Supply (both locations).
- 10% discount at Artcraft Photoworks.
- 10% off digital archival printing at Catskill Art Supply.
- Access to ASK resources such as **classroom & library** (when not in use).

Business Membership – join today

For: aimed at businesses and organizations in the community

Cost: \$250/year (25 employees max)

Benefits:

- Employees receive Core Benefits
- Included on online Members Directory
- 2 invitations to **Annual Members Appreciation Mixer** (includes 2 votes on ASK business at our annual meeting).
- 1 “Welcome to our new Organizational Members” posting on social media
- 2 free Gala tickets

Sponsor Membership – join today

For: aimed at businesses and organizations in the community - 5 available total per year

Cost: \$750/year

Benefits:

- Employees receive Core Benefits
- Featured on online Members Directory
- 2 invitations to **Annual Members Appreciation Mixer** (includes 2 votes on ASK business at our annual meeting)
- 1 “Welcome to our new Sponsor Members” posting on social media
- 4 free Gala tickets
- 1 quarter-page ad in our Gala program (\$200 value)
- 1 business card ad in our Annual Calendar (\$175 value)
- 1 ad in ASK Presents program (\$45 value)

Gold Sponsor Membership – join today

For: aimed at businesses and organizations in the community - 3 available total per year

Cost: \$1,500/year

Benefits:

- Employees receive Core Benefits
- Featured on online Members Directory
- 1 “Welcome to our new Sponsor Members” posting on social media
- 3 additional “shout-outs” on social media
- 1 table (8 tickets) at our Annual Gala
- 1 half-page ad in our Gala program (\$350 value)
- 1 banner ad in our Annual Calendar (\$500 value)
- 1 full-page ad in ASK Presents program (\$150 value)
- Listed as a sponsor for 1 Gallery Exhibition - 1 month of advertising attached to a selected exhibition at ASK. Listed on social media, flyers, posters, and press releases. Can include literature at ASK during the exhibition

Reach – Social Media

Facebook:

www.facebook.com/ArtsSocietyOfKingston/

- 2,881 people like this
- 3,286 people follow this

Instagram:

www.instagram.com/askforarts/

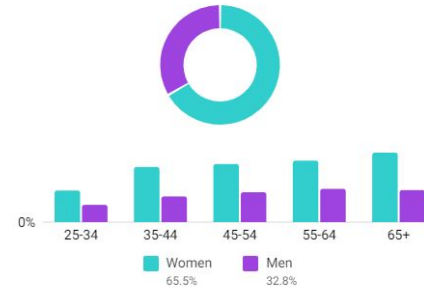
- 2,056 followers

Audience

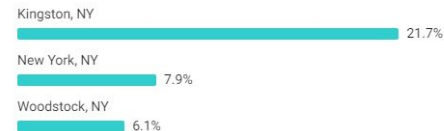
Facebook Page Likes ⓘ

2.9K

Age & Gender ⓘ



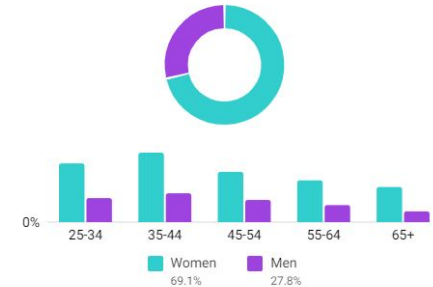
Top Cities



Instagram Followers ⓘ

1.9K

Age & Gender ⓘ



Top Cities



Reach – Advertising

Community Calendar

- In collaboration with Rondout Savings
- Print run of 6,500
- Distributed to local business and available at ASK

Annual Gala (program ad)

- Attendance of 100 (in-person, online figures unavailable)
- High profile event including awards for local artists

ASK Presents (program ad)

- Eight artists, 24 performances
- ~600 attendance total over eight months

Reach – Membership & Demographics

Membership (May 2021)

- 360 Individual Members
- 9 Business/Organization Members
- Older (average age ~55 for individuals) and wealthier than baseline population

Traffic (pre-COVID)

- 1st Saturday Exhibition Openings - ~250 people
- Monthly Gallery foot traffic - ~150 (excluding opening)
- Monthly Performance attendance - ~300
- Yearly traffic at 97 Broadway - ~7,200
- Attendance higher May-October

Thank you!

If you have any questions, please contact

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