The mission of Tryon Fine Arts Center is to serve as the creative driving force for live performances, arts education, exhibits and community partnerships in the Foothills community.
Be a part of the arts

Tryon Fine Arts Center presents the highest caliber of artistic talent and attracts enthusiastic, loyal patrons, offering the perfect opportunity to companies and individuals looking for an exciting and rewarding cultural partnership.

Sponsorship partners at TFAC enjoy the best seats to all productions, pre-show hospitality, brand visibility and the opportunity to develop events with our artists and production team. Moreover sponsorship support allows TFAC to continue presenting award-winning artists and increases the scope and ambition of education programs, exhibits and films.

Support of TFAC associates your business with one of the most popular and sought after venues in the area. TFAC prides itself on developing successful, mutually rewarding and creative relationships tailored to suit your needs. As a TFAC sponsor you fulfill your business and marketing objectives and become a vital part of the arts community.

You’re looking for a good return on investment. Discuss how to best promote your business with TFAC. For more information on the ways in which you or your company can become involved with Tryon Fine Arts Center, please contact:

Marianne Carruth, TFAC Executive Director
marianne@tryonarts.org
828-859-8322 ext. 211
www.tryonarts.org
Artistic Vision

TFAC offers productions, performances, and programs that stretch the imagination of Foothills audiences. TFAC energizes and excites the community with exceptional and unexpected performances.
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Tryon Fine Arts Center is a 501(c)(3) organization; as such, we are fully recognized as a charity by the IRS and the State of North Carolina.

Decisions are mission-based, not profit-based. Whether you choose to become a sponsor or donor some or all of your contribution may be tax deductible.

Please consult with TFAC’s Executive Director and your own qualified tax expert for details.
Overview
Tryon Fine Arts Center brings live performances, exhibits, film screenings, community partnerships, and arts education opportunities to the Foothills community. For 50 years, TFAC has been a leader in the vibrant, regional arts scene, hosting nearly 20,000 visitors annually.

PROGRAM AREAS

Main Stage. Annual performance line up showcases a variety of nationally and regionally known artists. In recent years, TFAC has hosted artists such as:
— Peter Yarrow of Peter, Paul and Mary.
— Sierra Hull, Grammy-nominated singer and mandolin player.
— George Winston, pianist.
— Natalie Douglas, award winning jazz singer.
— Balsam Range, 2014 International Bluegrass Music Association’s Entertainer of Year & Vocal Group of Year.
— New York Voices, internationally acclaimed vocal group.

Something Different. An exciting opportunity to welcome new audiences to TFAC with break through performances from a variety of genres and performers. These family-friendly shows are building the future of the arts in our region.

Amphitheater. Under the sun or stars, patrons experience a variety of regional and international musical performers, from bluegrass to classical, jazz to rock & roll, as well as plays, poetry, and storytellers.

Stage Door. Concerts, staged readings and more are present in the backstage space of the auditorium, with audience seated onstage with the performers. The intimate environment brings the arts alive.

Exhibits. TFAC’s Gallery I showcases the accomplishments of local arts and artists, as well as local history and traditions through curated exhibits that run throughout the year.

Film. Enthusiastic patrons gather for light-hearted entertainment and view films from a wide range of genres, themes, and decades. Films are shown on the big screen in the auditorium, and the experience is enhanced with pre-show fun and a celebratory gala to finish off the season.
Arts in Education. TFAC provides life-enriching arts experiences for students and lifelong learning opportunities for adults. Education initiatives include:

— Arts Outreach for Kids (A-OK). Offers special Main Stage performances for local students in collaboration with Tryon Concert Association.

— Kennedy Center Partners in Education. Prestigious national program supporting local teachers through professional development and experiential learning.

— Pacolet Junior Appalachian Music program (PacJAM). A multi-state effort to preserve Appalachian music. PacJAM provides instruction in traditional music, history and theory, dance, folklore and more for students and adults.

— Opera Outing. Local students experience professional opera.

— Theater Camp. Kids ages 8-12 present a full play in one week.

— Great Courses lecture series for adults.

— Showcase of Excellence high school art exhibition.

— Arts Immersion Days. Hands-on arts experiences for local classrooms.

— Master Classes with national touring artists.

Signature Events. Annually TFAC presents two popular events designed to provide both great fun and entertainment for patrons and raise funds critical to the operation of the organization.

— TFAC Holiday Ball.

— Chase Away the Blues.

What better time to join TFAC as an individual or corporate sponsor and participate in our dynamic season?

FOR MORE INFORMATION
tryonarts.org
828-859-8322
michelle@tryonarts.org
Main Stage Performer Annie Moses Band
QUICK FACTS
6 performances in 2016-17
275 Average attendance
Reach: Throughout the South East, from Charlotte NC to Atlanta, GA with strong local support.

Main Stage
Live performances on the intimate Veh Stage feature world-class artists in music from Baroque to Bluegrass, dance from Modern to Flamenco, and voice from Broadway to Opera. Our upcoming Main Stage Series incorporates a variety of musical genres ranging from Gullah to Gaelic.

SEASON SPONSOR
Recognition
Your name and/or logo featured in conjunction with Main Stage performances all season including:
— Announced from the stage prior to each performance.
— Full page ad in TFAC’s annual Season Program.
— Logo on the homepage of TFAC’s website.

Publicity
Your name and/or logo featured in all media for Main Stage season including:
— Season brochure and applicable rack cards.
— Facebook ads tailored for each performance.
— Concert posters.
— Press releases in local newspapers and magazines as applicable.
— Main Stage e-blasts and digital marketing.
— TFAC’s large banner at the Melrose Street entrance.
— Logo featured in lobby.

Benefits
Your sponsorship also includes:
— Six (6) complimentary tickets for each show of the Main Stage season.
— Invitations to special receptions with the performers.
MAIN STAGE EVENT SPONSOR

Recognition
Your name and/or logo featured in conjunction with sponsored Main Stage performance:
— Announced from stage at sponsored performance.
— Full ad in TFAC’s annual Main Stage program.
— Logo on homepage of TFAC’s website.

Publicity
Your name and/or logo featured in all media related to sponsored Main Stage performance, including:
— Print ads for each performance and for season:
— Season brochure and applicable rack cards.
— Facebook ads tailored for your performance.
— Concert posters.
— Press releases in local newspapers and magazines as applicable.
— Main Stage e-blasts and digital marketing.
— TFAC’s large banner at the Melrose Street entrance.
— Logo featured in lobby.

Benefits
Your sponsorship also includes:
— Four (4) complimentary tickets for your sponsored performance.
— Invitations to special receptions with the performers, as available.
Peter Yarrow of Peter, Paul and Mary
Amphitheater

We offer entertainment and fun for the whole family every fall and spring. Set in our beautiful amphitheater and overlooking the Blue Ridge Mountains, performances are expansive, diverse and community oriented. With the support of our sponsors and donations at the door, we are able to keep performances accessible to all.

SEASON SPONSOR

Recognition
Your name and/or logo featured in conjunction with Amphitheater performances all season, including:
— Announced from the stage prior to each performance.
— Logo on the homepage of TFAC's website.

Publicity
Your name and logo featured in all media for Amphitheater season, including:
— Print ads for each concert, as applicable.
— Season brochure and applicable rack cards.
— Concert posters and banners.
— Press releases in local magazines and newspapers, as applicable.
— All amphitheater e-blasts and event posts.

Benefits
Your sponsorship also includes:
— Four (4) free beverage vouchers per amphitheater performance.

EVENT SPONSOR

Recognition
Your name and logo featured in conjunction with sponsored Amphitheater performance, including:
— Announced from the stage at sponsored performance.
— Logo on event page of TFAC's website.

Publicity
Your name and logo in all media related to sponsored Amphitheater performance, including:
— Facebook ads for sponsored performance.
— Concert posters.
— Press releases in local magazines and newspapers, as applicable.
— Applicable Amphitheater e-blasts and event posts.

Benefits
Your sponsorship also includes:
— Four (4) free beverage vouchers for sponsored performance.

QUICK FACTS

10-12 performances/year
75 to 200 attendance
Reach: Spartanburg to Asheville, Greenville to Rutherfordton
Stage Door

One of TFAC’s newest performance series gives patrons a new perspective on the arts. Audience members enter through the stage door, and sit together on stage with the artist for a truly unique, up-close performance. Don’t worry, no audience participation is required!

SEASON SPONSOR

Recognition
— Your name and logo mentioned on all publicity and press.
— Announced from the stage prior to each performance.
— Logo on the homepage of TFAC’s website.

Publicity
— Publicity in local magazines and newspapers.
— Logo and name included in posters, e-blasts and social media posts.

Benefits
— Six (6) complimentary tickets to each Stage Door performance of the season.

EVENT SPONSOR

Recognition
— Your name and logo mentioned on all publicity and press for your sponsored performance.
— Announced from the stage prior to the performance.

Publicity
— Press releases in local magazines and newspapers, as applicable.
— Logo and name included in posters, e-blasts and social media posts for your sponsored performance.

Benefits
— Four (4) complimentary tickets to your sponsored performance.

QUICK FACTS
50 to 60 average attendance
Reach: Polk County to Landrum, Spartanburg to Hendersonville
TFAC launches Something Different on the Veh Stage for the 2017-18 season. As the name suggests, TFAC brings “something different” in entertainment genre to engage different demographics of audiences. The goal of this innovative new series is to make live performances more affordable and attractive to bring new people into Tryon Fine Arts Center.

SEASON SPONSOR

Recognition
— Your name and logo mentioned on all publicity and press.
— Announced from the stage prior to each performance.
— Logo on the homepage of TFAC’s website.

Publicity
— Publicity in local magazines and newspapers.
— Logo and name included in posters, e-blasts and social media posts.

Benefits
— Six (6) complimentary tickets to each Something Different performance of the season.

EVENT SPONSOR

Recognition
— Your name and logo mentioned on all publicity and press for your sponsored performance.
— Announced from the stage prior to the performance.

Publicity
— Press releases in local magazines and newspapers, as applicable.
— Logo and name included in posters, e-blasts and social media posts for your sponsored performance.

Benefits
— Four (4) complimentary tickets to your sponsored Something Different performance.
Exhibits

Designed to celebrate the past and embrace the present, TFAC’s Gallery I offers six or more exhibits annually. These exhibits highlight local artists, past and present, and explore significant events in local history. Free and open to the public, these diverse shows, attract a broad audience — from children to adults, local residents to out-of-town guests.

RECENT EXHIBITS HAVE FOCUSED ON:
Noted local artists and artisans, including:
— Philip Dusenbury – humorist and sculptor.
— Ronnie Mosseller – rug maker.
— Tryon Toy Makers & Woodcarvers – woodworker.
Extraordinary local events and/or people, including:
— Tryon All-Stars – Negro League team of the 40s-60s.
— US Equestrian Olympic Team – in residence in 50s.
— The UNITY Project – community collage project.
Local and regional juried arts shows:
— High-school art show – local students held annually.
— Sculpture show – regional competition held bi-annually.

SEASON SPONSOR
Recognition
Your name and/or logo featured in conjunction with exhibits all season, including:
— Announced at each exhibit opening reception.
— Posted in each exhibit.
— Logo on the home page of TFAC’s website.

Publicity
Your name and logo featured in all media for Exhibits season, including:
— Applicable rack cards.
— Exhibit posters and banners.
— Press releases, in local magazines and newspapers, as applicable.

EVENT SPONSOR
Recognition
Your name and/or logo featured in conjunction with sponsored exhibit, including:
— Announced at sponsored exhibit’s opening reception.
— Posted in sponsored exhibit.
Brian Doggett and his mother look at Tryon All-Stars Exhibit with Dr. Warren Carson.
Film

TFAC’s popular film series offers a fun collection of classic films with friends. Themes have ranged from “Tryon Connections” to “British Comedies & Capers” to “The Pleasures of Food and Drink.” Gala pre-screening parties, lobby decorations, costume parties, and film introductions by local committee members all to combine enhance the experience.

ANNUAL SPONSOR

Recognition
Your name and/or logo featured in conjunction with films all season, including:
— Logo on the homepage of TFAC's website.
— Announced prior to each screening.
— Included on applicable rack cards.

Publicity
Your name and logo featured in all media for film series, including:
— PR in local magazines and newspapers.
— Logo or name on lobby banners and posters, as applicable.
— In e-blasts and social media posts, as applicable.

Benefits
Your sponsorship also includes:
— Six (6) tickets to each movie.
— Opportunity to host the movie of your choice for up to 315 customers, friends and/or family.

INDIVIDUAL MOVIE SPONSOR

Recognition
Your name and/or logo featured in conjunction with sponsored exhibit, including:
— Your logo or name on the sponsored movie poster.
— Announced prior to your sponsored film's screening.

Benefits
Your sponsorship also includes:
— Four (4) tickets to your sponsored film.

QUICK FACTS
8 showings per year,
Attendance averages 75 per showing
Annual Gala
HOLIDAY BALL — December
An elegant evening to kick-off the holiday season. Includes a catered dinner, entertainment, music and dancing. Targeted to 150 of the area’s most prominent citizens and loyal TFAC supporters.

CHASE AWAY THE BLUES — February
An evening of high energy, non-stop Blues on multiple stages throughout TFAC, with fun, food and beverages. Guests mingle and dance to great music. Targeted for 350 area guests, reaching as far as Asheville and Greenville.

BENEFITS TO OUR SPONSORS
The advertising and promotions for these events are targeted to reach patrons from TFAC’s local audience and beyond — Hendersonville to Greenville, Greer and Spartanburg. Signature Events offer a variety of unique sponsorships. We’re happy to work with you to customize an opportunity for your company.

Recognition
— Name and logo on banners at each specific event.
— Name listed in TFAC’s annual Main Stage program.

Publicity
— PR in local magazines and newspapers.
— Name and logo included on print ads for each specific event.
— Internet and e-blasts — ads and posts.
— Event posters & invitations.
— PR articles regarding the event.
— Opportunities for product placements, as applicable.
— Name and logo on all applicable rack cards.

Benefits
— Complimentary event tickets.
Arts In Education

Students, teachers and families throughout the foothills take part in TFAC’s dynamic educational arts programming. Designed to engage learners of all ages, Arts in Education offers meaningful instructional opportunities in music, visual arts and theater. In 2016 alone, over 3500 took part in these enriching activities.

PROGRAMS INCLUDE

— Kennedy Center Partners in Education is based on the belief that teachers’ professional learning is an essential component of any effort designed to increase the artistic literacy of young people. As a partner in this prestigious national program, TFAC offers enhanced professional development in the arts for local teachers and facilitates experiential learning for students.

— Be Inspired Grants (B.I.G.) focuses on providing innovative, creative, non-traditional and educational arts opportunities in local classrooms. B.I.G grants are awarded to teachers and schools throughout Polk, Spartanburg, Rutherford and Henderson Counties.

— Pacolet Junior Appalachian Music Program (PacJAM) provides an opportunity for all children to experience community through the joy of participating in traditional music together. Adult classes are now offered as well!

— Arts Outreach for Kids (A-OK) Local students experience special performances and participate in master classes. Students have the opportunity to learn from world-class performers, presented by TFAC and the Tryon Concert Association.

— Arts Immersion Days bring local visual artists, musicians, dancers and theater professionals to TFAC where local students and teachers personally and collectively experience the arts.
A Night at the Opera provides a memorable outing for choral students from area high schools. These students attend dinner and a professional opera at Bob Jones University’s Rodeheaver Auditorium. Prior to the outing, all choral students are introduced to the fine art of opera by local professional musicians.

Great Courses are offered to adult learners. These lectures satisfy the community’s intellectual wish to explore new subject matter or enrich a lifelong interest. Great Courses lectures are offered monthly in the areas of visual arts and music, each attracting 30-50 attendees.

Summer Theater Camp presented in collaboration with Tryon Little Theater, students learn about the ins and outs of theater, and put on a fully-staged public performance complete with costumes, lights, props and audience—in just one week!

BENEFITS TO ARTS IN EDUCATION SPONSORS
Arts in Education is a central component of TFAC’s programming and a pillar of the Foothills arts community. Let us work with you to craft a meaningful way for your company to be involved.

Recognition
Your name and/or logo featured in conjunction with Arts in Education sponsorships:
— Name listed in TFAC’s annual Main Stage program.
— At specific event(s) being sponsored.
— In ads, publicity and on the homepage of TFAC’s website.

TALK WITH US!
We’d be happy to talk to you about Arts in Education and how you can get involved as a sponsor or contribute to our scholarship programs.