



sky Candy

CIRCUS PROM

SATURDAY MARCH 30, 2024

**BRING LIFE-CHANGING CIRCUS ARTS
EDUCATION TO AUSTIN YOUTH AND
HAVE THE BEST NIGHT OF YOUR LIFE**

OH HELLO!

Sky Candy is so excited (we just can't hide it) to host **Circus Prom** on Saturday, March 30, 2024 at our east Austin studio. We'll be transforming our 6500-foot teaching studio into the prom experience of your dreams, filled with interactive art, dynamic aerial and circus arts performances, the most bumpin' dance floor in Austin, tasty cocktails and hors d'oeuvres, and more. This is our first major fundraising event for our JEDI Fund (formerly the Youth Scholarship Fund) since our highly successful 2019 event, Sky Candy Live at the Umlauf.

Circus Prom was originally meant to be our 2020 fundraiser for the JEDI Fund and like the rest of the world, we had to hit pause on much of our programming for quite a while. In 2023, we finally brought back our full summer schedule and our Youth Program worked with families in need, SAFE, and Settlement Home to provide 18 partial and full scholarships to our Sky Camp summer camp program.

This year, we are aiming to raise that number to **24+ for 2024** with a modest fundraising goal for this year of **\$20,000**. All of the funds raised by **Circus Prom** will go directly towards students and families who would not otherwise be able to have high quality aerial and circus arts education as part of their lives. Part of the mission of the JEDI Fund is to help to democratize access to aerial and circus arts and physical activity is part of that. Your support allows us to broaden the reach of our programming, while also supporting the professional artist-teachers we employ to earn fair wages, have access to healthcare benefits, and more as part of the supportive work environment we foster.

You can help us reach our goal in a bunch of different ways! You can become an event sponsor, make an in-kind donation, and/or get a ticket and join us for **Circus Prom**. We are thrilled to finally bring this long-awaited event to life and would deeply appreciate any support you can offer.

In the sponsorship materials attached, you'll find more information about how you can be part of our event and support our mission of bringing the transformative power of aerial and circus arts education to Austin youth and families. If you or your company are interested in sponsoring this event, please contact our Program Director, **Julia Kennelly at julia@skycandyaustin.com** or me, **Winnie Hsia at winnie@skycandyaustin.com**.

Thank you so much and we'll see you in the sky!

Deepest appreciations,



Winnie Hsia
Owner, Sky Candy

Sky Candy is a sponsored project of the Austin Creative Alliance (74-2140348) and all donations are fully tax-deductible.

ABOUT SKY CANDY

Sky Candy, established in 2010, is Austin's largest aerial and circus arts studio. In our nearly 14 years of operation, we've seen the transformative power of circus arts, which is why we are dedicated to providing access to our services to those who may not be able to afford them, especially youth students.

At Sky Candy, we believe that circus is for every body. Our mission is to make circus accessible and empowering for everyone. We offer classes, camps, and performances that emphasize safety, cultivate creativity, and celebrate diversity. We offer classes to students of all ages and abilities and we welcome you to come run away and join us!

ABOUT THE JEDI FUND

The mission of Sky Candy's JEDI Fund is to promote Justice, Equality, Diversity, and Inclusion in our programming and in our community creation practices. We work together to help address historic injustices and create a better world. Helping to democratize access to aerial arts and physical activity is part of that. Learning aerial arts in a safe and supportive environment can foster personal growth for individuals and create positive change in our community.

The fund offers financial support to members of our community from marginalized backgrounds who may not otherwise be able to afford to make aerial arts a part of their lives. Since 2017, we have given out over \$25,000 in funds to students from historically marginalized backgrounds.

Through these efforts, we will expand the reach and accessibility of our premium aerial and circus education programs. We believe that offering arts education to at-risk youth provides lasting therapeutic and confidence-building benefits, and this is a central part of our mission of circus for every body.

THE IMPACT OF YOUR DONATION

Sponsor funds and in-kind donations ensure we can not only produce the most fun and successful fundraising event possible, but also that our youth programming can continue to be accessible and equitable, while also fairly compensating artist-instructors for their labor.

In exchange for your support, we will hype your company to our audience of thousands, give you an opportunity to meet and mingle with many like-minded folks in a wildly fun environment, and offer you the chance to relive or redo your prom dreams!

Your donation is fully tax deductible. Sky Candy is a sponsored project of the Austin Creative Alliance.

SPONSORSHIP LEVELS

	PLATINUM \$5000	GOLD \$2500	SILVER \$1000	BRONZE \$500
EVENT TICKETS	8	4	4	2
EARLY ACCESS				
RESERVED SEATING				
LOGO IN PRINTED & ONLINE PROMO	TOP TIER	PROMINENT	INCLUDED	INCLUDED
LISTING ON CIRCUS PROM WEBSITE	TOP TIER	PROMINENT	INCLUDED	INCLUDED
SKY CANDY SOCIAL MEDIA SHOUT OUTS				
MC THANKS AT CIRCUS PROM				
THANKS ON TICKETING PAGE				
GIFT FROM US	TEAM BUILDING EVENT FOR 8	PRIVATE LESSON FOR 2		

In-Kind Sponsorships & Silent Auction Donations

If you or your company provides in-kind goods or services that can help us enhance our event, let's talk!

Please email **Julia Kennelly** at
julia@skycandyaustin.com or
Winnie Hsia at
winnie@skycandyaustin.com
by **February 3** to secure your
sponsorship and guarantee your
inclusion in promotional materials.

We appreciate your support of our
Youth Program and are excited to
maximize the impact and reach we can
provide for you or your business!

Find more info on our event at
skycandyaustin.com/circus-prom.