Build Your Business Through Sponsorship

Sponsor benefits

When you partner with Fairfield’s Arts and Minds program, depending on the sponsorship level and the venue for your sponsorship, benefits may include:

- High visibility exposure online and live
- Acknowledgement in promotional materials – print and electronic media
- Pre- and post-event reception opportunities
- Invitations to special University events
- Signage opportunities
- Reduced rate for facilities rental
- Opportunity to host an information table in the lobby before or after an event (Quick Center and Open VISIONS Forum sponsorships)
- Complimentary advertising in the Arts and Minds performance program, which is given out for the entire season to every patron attending a performance, lecture, or event (Quick Center, Open VISIONS Forum, and combination sponsorships)
- Private gallery tours
- VIP parking
- Backstage tours (Quick Center and Open VISIONS Forum)
- Opportunities to meet visual or performing artists (as allowed by contract)
- Complimentary tickets and employee discounts

Benefits extend to your company and customers alike, including business entertaining, the ability to present complimentary tickets to clients and employees, and reduced price venue rental.

Your sponsorship dollars at work

Fairfield University’s Arts and Minds venues provide a vibrant gathering place for the community, one that brings unique and unforgettable arts experiences to thousands of adults, students, and children each year. Our mission is to continue the tradition of excellence in programming and exhibitions into the future, and for that we rely upon business support well beyond the revenues generated from ticket sales.

Our mission also includes making available these life-enhancing opportunities to members of our community who may otherwise be unable to attend, due to economic or transportation issues or other barriers. So while sponsorship support offsets expenses related to exhibitions, visiting artists, and performers, the generosity of sponsorship monies makes an enormously important difference for members of our community most in need. Embracing the benefits for everyone is what sponsorships are all about.

For more information on business sponsorship opportunities for the Arts & Minds season, contact Rob Cottle, assistant vice president for Development at (203) 254-4000, ext. 2927, or e-mail him at rcottle@fairfield.edu.
The arts mean business

• In 2011, the arts and culture industry impacted Fairfield County’s local economy with almost $130 million in expenditures and average spending of $21 per person per event (excluding the cost of admission).*

• More than 45,000 patrons attend over 200 Arts & Minds events each year, making Fairfield University a trusted and treasured resource for the performing and visual arts as well as world-class lectures.

• Arts & Minds attracts an affluent yet diverse audience through the variety of performances, lectures and exhibitions.

• Fairfield’s Arts and Minds season offers a robust arts advertising and marketing campaign, maximizing exposure for your business.

• Business sponsors benefit from a presence on the University Arts and Minds website and through our social media outlets with potential for widespread exposure.

• In a recent study, a full 42 percent of New England residents reported attending at least one concert, play, or ballet or visiting a museum in the preceding 12 months.

* According to an Arts and Economic Prosperity study commissioned by Americans for the Arts.

“Compelling art exhibits can be enjoyed in the delightful spaces of the Bellarmine. The Bellarmine Museum of Art is a wonderful asset within the Fairfield community and we are proud to support the museum.”

– Seth Cooper, Brody Wilkinson PC

“Our sponsorship increases our visibility and connects us to fellow business professionals and community leaders. We are proud to support the valuable work of Fairfield University.”

– Louis Albanese ’76, Catamount Wealth Management

Where do you come in?

Fairfield University’s Arts & Minds season of world-class programming and educational outreach to the region offers the business community a unique opportunity to support the arts—a key component in our communities’ quality of life—while at the same time achieving high visibility.

• Regina A. Quick Center for the Arts – The creative heart of Fairfield County, the Quick Center welcomes thousands each year to an exceptional array of performances, including classical, jazz, and world music concerts, dance, theatre, family programming, and opera broadcasts from the popular The Met: Live in HD series. The Quick Center also sponsors robust outreach workshops and pre- and post-performances talks, Q&As and events for inquiring minds of all ages.

• Bellarmine Museum of Art – The Bellarmine is home to a rich and varied collection—from Italian Renaissance and Baroque paintings to pre-Columbian and Tang pottery, Celtic and Medieval objects and a plaster cast collection from the Metropolitan Museum of Art. Free and open to the public, the Museum offers lectures and vibrant programming, including gallery talks with artists and scholars and free Family Days.

• Thomas J. Walsh Art Gallery – Located in the Quick Center, the Walsh highlights contemporary art with free year-round exhibits, lectures, and educational programming.

• Open VISIONS Forum – The Quick Center is home to Fairfield’s signature lecture series, the Open VISIONS Forum, lively public conversations with eminent opinion-makers, artists, authors, and civic and political commentators. In addition, Fairfield offers thought-provoking lectures through our MFA in Creative Writing Inspired Writer series, the Center for Catholic Studies, the Carl and Dorothy Bennett Center for Judaic Studies, the Center for Faith and Public Life, the Studio Art program, and more.