



WHAT'S IN THE BOX?

A FUNDRAISER FOR

**SAINT
JOHN
ARTS
CENTRE**

**THURSDAY
APRIL 16 • 7PM**

CELEBRATING CREATIVITY & COMMUNITY

If you think arts and culture events are stuffy, think again!

What's in the Box? (WITB), Saint John Arts Centre's signature fundraiser, has a long tradition of being a fun, lively celebration of arts, culture, and community. It returns Thursday, April 16, 2026, from 7 to 9PM, in our beautiful home, the 120-year-old Carnegie Building.

Featuring gourmet nibbles, fine wine, and exceptional art, WITB draws a sold-out crowd of more than 200 attendees from across our region, including professional artists, creative types, and many business and community leaders.

The highlight of the evening? A draw for the chance to buy one of 50+ "mystery artworks" for just \$125. These original, one-of-a-kind pieces are made by some of our region's greatest established and emerging artists. It's always a thrill to see who goes home with which work!

Supporting Art Education and Careers

All proceeds from What's in the Box? go towards art education programs that allow local youth to explore their creativity, and our artist exhibitor program, which ensures we compensate professional artists who exhibit in our galleries.

For more about our programs and partners, see page 3.

Thank you for giving this your consideration. We hope you won't miss this special evening.

To discuss sponsorship, please contact Andi Emrich, Saint John Arts Centre Executive Director, at director@sjartscentre.ca or 506-633-4870

We would like your organization to consider sponsorship of this important event.

Title Partner: \$10,000

Our top-tier sponsorship provides the highest level promotion and an exclusive speaking opportunity at the event.

Hospitality Partner: \$5,000

Our Hospitality Sponsorship, which supports the event's exceptional catering and wine/beer selections, provides a variety of high-profile promotional opportunities.

Community Partner: \$2,500

Our Community Sponsors' vital support is recognized in a variety of ways, including at the event, in our newsletter, and on social media.

Patron Sponsor: \$1,000

We invite our Patron Sponsors to enjoy the event with complimentary tickets and acknowledge their vital support at the event, both in printed materials and online.



Sponsorship Benefit	Title Partner	Hospitality Partner	Community Partner	Patron Sponsor
Complimentary tickets	6	4	2	2
Introduction as the top sponsor at the event	✓			
Speaking opportunity at the event	✓			
Announcement of sponsorship during the event	✓	✓	✓	✓
Option to place a display banner at the event	✓			
Company logo on event signage, materials	✓	✓	✓	✓
Company logo on bar and food table signage		✓		
Inclusion in all press releases, media announcements	✓	✓	✓	✓
Logo/acknowledgement on event webpage	✓	✓	✓	✓
Partner profile and ongoing promotion of sponsorship 'Under the Cupola,' our newsletter (1,000+ subscribers), and social media	✓	✓	✓	
Social media posts	✓	✓	✓	✓

SAINT JOHN ARTS CENTRE ACTIVITIES & IMPACTS OVERVIEW

Education, Outreach, and Advocacy

- **50+ workshops** annually, including pottery, painting, printmaking, fibre arts, kids programming, and weekly life drawing sessions.
- Our **Portfolio Development Program**, now in its 19th year, prepares local high-school students for post-secondary art education.
- Tours to **hundreds of local schoolchildren** to share the magic of art.
- **Art After School** outreach program provides free art classes to children living in a priority neighbourhood
- **Advocacy:** In addition to offering exhibition space and administering such initiatives as the Professional Artists' Fund, SJAC provides a vital role in assisting artists with applications, grants, and programs.

Exhibitions

- Five gallery spaces open free to the public present a thrilling roster of **30 exhibitions a year**, spanning a wide range of mediums and styles.
- Shows by exceptional Canadian and international artists balance our spotlight on local and emerging talent.
- 1,000 people attend our exhibit openings annually.

Events

- 100+ events (annually, including:
 - A summer **history and music series**
 - **Book and album launches**
 - **Concerts by Symphony NB**, the Early Music Studio, and touring groups
 - Screenings of independent and arthouse films
 - Arts guilds, cultural events... and much more!
- We are proud to be the preferred venue for local cultural groups and a popular rental space for business events and community functions, such as weddings and celebrations of life.

Partnerships

Art is essential to a thriving, sustainable community. We collaborate with our province's top arts organizations, including Symphony New Brunswick and the Beaverbrook Art Gallery.

We also partner with many local non-profit and other organizations to advance our missions, including L'Arche Saint John, the Teen Resource Centre, YMCA Newcomer Connections, PRUDE Inc., Elizabeth Frye Society, Connection Dance Works, UNB, and Chroma NB.

