

# SPON-04524 Audubon Street Arts Festival

---

## *Sponsorship Application FY2024*

---

### *Arts Council of Greater New Haven*

---

#### *Sponsorship Eligibility*

**Stop! Before filling out the application, please be sure to review the following:**

#### **Sponsorship Eligibility\***

Sponsorships support public humanities events, programs, and opportunities that help institutions serving the people of Connecticut explore and promote the enduring value of public humanities in our lives and civil society.

CTH Sponsorships are intended to fund activities that align with CTH's mission and strategic goals and objectives, with a goal of providing visibility and access to strategic audiences that are not currently being served by CTH through its normal grantmaking and other initiatives

Please review the Sponsorship Guidelines. Before applying, please contact CTH Grants staff at [grants@cthumanities.org](mailto:grants@cthumanities.org) to discuss your sponsorship idea.

Applications submitted without prior communication with CTH staff will not be considered.

Make sure your project meets **all** Sponsorship requirements below:

Applicant is a 501(c)(3) nonprofit, municipal, or Connecticut-recognized tribal nation organization

Program to be sponsored is open and accessible to the general public

Program serves Connecticut organizations and/or audiences

Applicant has reached out to CTH Grants staff to discuss your project idea

---

#### *Sponsorship Narrative*

#### **Sponsorship Title\***

SPON-04524 Audubon Street Arts Festival

## CTH Funds Requested\*

\$2,000.00

## Sponsorship Summary\*

Please describe your sponsorship opportunity in 2-3 sentences. Please include key information about your project like public activity dates.

Note: If funded, this description will be used externally by CTH to describe your sponsorship to the public on our website and in press releases.

Audubon Street Arts Festival, May 18th, responds to the cultural awakening of BIPOC artists being welcomed into New Haven's Arts District, Audubon Plaza. As we activate the plaza, we invite the Greater New Haven community to enjoy live performances, educational workshops, and vendors as they learn about the arts ecosystem and why it is vital to continue looking deeper and analyzing why cultural shifts happen. This free event aims to provoke thoughtful reflection and encourage empathy.

## Sponsorship Case Statement\*

Why should Connecticut Humanities (CTH) fund this Sponsorship?

Consider the following (note: these are suggestions; you do not need to address every bullet point):

- Would Sponsorship funding help you as a new organization offer humanities programs?
- Does this humanities program offer high visibility or exposure for CTH in exchange for Sponsorship funding?
- Does this humanities program reach audiences typically overlooked within the humanities?
- Would Sponsorship funding increase equitable access to the humanities or professional development opportunities that directly support the advancement of humanities initiatives?

The Audubon Street Arts Festival aims to celebrate the intersection of arts and humanities while fostering inclusivity and community engagement.

Once underutilized and unwelcoming, the Audubon Plaza has undergone a transformative journey throughout the past 10 years. We've witnessed a cultural shift towards inclusivity, welcoming artists from diverse backgrounds, including BIPOC, Queer, and alternative communities. Through this event, we will celebrate Audubon Plaza's evolving landscape. We envision a future where art, business, and community intersect to create a vibrant cultural hub for New Haven.

Further, this event represents a culmination of efforts to intentionally activate the space and invite artists to transform it, using their stories and craft to bridge understanding among people of varying experiences. The arts are a vessel to be able to call the community to discuss and contemplate the humanities.

Our event's core is the ethos of cultural equity, as outlined in the Cultural Equity Plan crafted in collaboration with the City and community members. This philosophy permeates our activities, ensuring that all voices are heard and represented.

The festival will serve as a platform to engage those who may not typically interact with the humanities, inviting them to contemplate the cultural fabric of New Haven through music, performances, vendor showcases, and educational workshops. We believe that by offering free access and inclusive programming, we can attract a diverse audience and inspire meaningful dialogue.

We will also be offering dialogue opportunities for staff members to speak with community members at the event and have speeches that discuss the past and future of the plaza.

The Arts Council, with its longstanding community trust, is uniquely positioned to spearhead such initiatives. We have a track record of reaching individuals who may otherwise remain disconnected from the humanities, making us the ideal organization to facilitate these transformative experiences. Bitsie Clark, one of our past Executive Directors, who helped spark the change on Audubon inspires us to this day as we look to engage the community in the humanities through the arts.

Moreover, we are committed to fair compensation for our performers and ensuring accessibility for all participants. This event will include educational workshops, local vendors, open mic opportunities, performances from local artists, art organization tours, and more. Your sponsorship would greatly assist in underwriting these costs, allowing us to offer free vending opportunities and pay performers equitably for their time and talent. Your support would help make this event successful and contribute to our community's revitalization.

## *Audience, Marketing, and Visibility*

---

### **Sponsorship Audience\***

Describe your Sponsorship project's expected audience. Please be specific.

Consider the following as you describe your expected audience:

- geography
- race/ethnicity
- age
- subject matter interests

- professions

Our audience is within the following towns: Bethany, Branford, Cheshire, East Haven, Guilford, Hamden, Madison, Meriden, Milford, New Haven, North Branford, North Haven, Orange, Wallingford, West Haven, and Woodbridge.

This event is kid-friendly with projected attendees from ages 2 to ages 60+; all of the events happen on one street within multiple buildings with elevators. With a wide range of artists, many integrated into the community, we expect attendance from avid arts event goers and people looking for an accessible event to experience.

We will see a wide range of professionals from teachers, to office workers, etc. Anyone who enjoys the arts and the history of the arts district will find value in attending. We expect many students as well, changing the historic demographic of what the Arts District once was. Our collaborators will also bring their diverse audiences. We aim to ensure this event is diverse and serves several demographic sectors.

### **Total # of Audience Members Anticipated for Entire Project (Total Project Attendance)\***

1000

### **Admission and Other Fees\***

Priority is given to humanities projects that are free or low cost for participants.

Please list your admission or other fees at the rates they would be if you were to receive this Sponsorship. The entire event is free and participants will only need to pay for food at the food trucks.

### **Dates and Times of Sponsorship Activities\***

Note: Preference is given to sponsored events that start no sooner than two (2) months after application submission. All sponsored activities must occur within twelve (12) months, with the project period beginning the first day of the month following application submission.

May 18th is the date of the event.

### **Sponsorship Location and Audience Capacity\***

There is no capacity limit as the event is hosted on Audubon Street, New Haven. The entire street between Orange St. and Whitney Ave. will be used, as well as the following spaces: Neighborhood Music School, The Shops at Yale, and Long Wharf Theatre.

## CTH Visibility\*

If your Sponsorship is funded, how will CTH's funding support be visible? How will these materials be distributed? Please be specific.

Consider how you will make CTH's funding support visible through:

- Printed materials
- Your website
- Social media
- Ads
- Promotional materials

Where possible, please include information on dates and the number of individuals you expect to reach through each outreach method. If your event will take place less than two months from the application deadline, discuss how you will make CTH funding support visible before the event takes place.

Social Media: We will consistently post on our Instagram & Facebook across all partnering organizations. We will have posts, reels, and stories. Your logo will be displayed on all social media marketing we do. You will also receive an exclusive thank you post highlighting only you as a primary donor.

Facebook- 7.7k followers

Instagram - 7,002 followers

E-mails: We will send out 2-3 emails for this event, and your logo will be displayed as a primary sponsor  
5,000+ Members

We plan on promoting via radio and television (94.3 WYBC, WTNH, FOX 61, and more) where we will thank our sponsors for their support for this event

Vending opportunity: You will be able to have a table to promote CT Humanities  
Event Attendee projection: 1000+

Logo on Tweed Airport Flyer/ Ad  
Airport attendees: 5,000+

Physical flyers: Flyers we distribute physically will include your logo

Website page: We will put your logo on the website page for the event  
Website visitors: 2,000+

## Organization Website\*

<https://www.newhavenarts.org/>

## Event URL (Optional)

If you have a URL for this event or program, please provide the URL here.

<https://www.newhavenarts.org/audubonstreetartsfest>

Please provide addresses for any social media sites for your organization, if available.

### Facebook

<https://www.facebook.com/artscouncilofgreaternewhaven/>

### Twitter

### Instagram

<https://www.instagram.com/newhavenarts/>

### YouTube

<https://www.youtube.com/user/ACGNH>

### Other

### Email List Subscribers\*

If your organization maintains an email list, please indicate how many subscribers you have. If your organization does not maintain an email list, write "0".

5000

### How many times a month do you typically send emails through your email list?\*

Estimates are fine. For example, if you typically send one email a week, write "4."

5

### Other Methods of Communication with your Audience(s) (Optional)

If you have other methods of communicating with your audience(s) not already listed above, please briefly describe them here.

## *Additional Information*

---

### Additional Information

Please share any additional information that you feel would be helpful for us to know when reviewing your Sponsorship application. (Optional)

## Additional Attachments

While Sponsorship requests do not require the submission of any additional attachments, feel free to use this space to upload any additional documents or images that you would like to share with us about your Sponsorship opportunity. (Optional)

Note: Only 1 attachment can be uploaded in this space. If you have multiple documents to share, please combine into 1 file before uploading.

Audubon Street Arts Plaza .pdf

---

## File Attachment Summary

---

### *Applicant File Uploads*

- Audubon Street Arts Plaza .pdf



EST PIZZA  
Since 1979  
EST EST EST  
203.777.2988  
1176 Chapel St. New Haven CT • www.estpizza.com

15% Off with Yale ID  
• Notary  
• Passport Photo  
LEARN MORE  
The UPS Store



## Audubon finally fills up

DAVID SHIEH | 12:00 AM, NOV 10, 2005

With the planned opening of Northeast Credit Alliance next week and the recent openings of numerous arts-oriented stores, including the Bead Hive II, Yarn LLC and Katahdin Furniture, Audubon Street has filled its retail spaces after decades of attempted urban renewal.

“Audubon is finally reaching the apex of what it was supposed to be back in 1964,” said Ward 7 Alderwoman Bitsy Clark, who has lived in the area for decades. “It’s a 41-year development that is finally being completed.”

When New Haven city planners first got the idea in the 1960s to turn the abandoned industrial area surrounding Audubon into a profitable arts, residential and retail center, conditions were not ideal. Home to abandoned factories whose fishing lures and birdcages were no longer needed, the neighborhood did not seem like an ideal candidate for urban renewal.

By the 1990s, the factories had been torn down and arts institutions such as the Neighborhood Music School had taken their places. But the area still lacked a strong retail presence, leaving Audubon’s streets nearly as empty as they had been decades earlier.

**POYNTER**  
FELLOWSHIP  
IN JOURNALISM

**Alexandra Bregman**  
freelance art writer,  
Forbes contributor, and  
book author

The Gollum Effect:  
Antiquities Acquisition  
at Yale and Beyond

March 1, 11:30 pm

With the addition of Northeast Credit Alliance, the retail area on Audubon Street will be completely filled, Director of University Properties David Newton said. Since the University acquired a large portion of Audubon's retail space in August 2002, nine businesses have set up shop in the area, he said.

Audubon's recent success can largely be attributed to the confluence of residential, educational and retail units, Associate Vice President for New Haven and State Affairs Michael Morand said.

"Audubon was really one of the first places where New Haven began to execute what's proven to be the path to success, which is to have a mix of uses," Morand said. "I think it offers some framework and guidelines for what works here."

Newton said University Properties, which also manages the Broadway and Chapel districts, tries to bring in businesses that complement the character of each shopping district it manages. In the case of Audubon, Newton said his office made an effort to adhere to the arts-oriented focus city planners in the 1960s had in mind for the area.

The influx has injected a needed jolt of energy into the district, Audubon Merchants Association President Krista Flynn said.

"In the last year there has gained an impressive amount of awareness and foot traffic and positive feedback in the neighborhood," Flynn said. "I think people enjoy seeing some action down here ... What I hear is that people stopped looking down Audubon Street because retail spaces were empty ... [Now] they're seeing activity."

Flynn, the owner of Sogno Boutique, which opened in Audubon two years ago, said local arts institutions such as the Neighborhood Music School and the Educational Center of the Arts have long drawn customers to the specific businesses within Audubon district, although those people have not always explored the surrounding areas of the Elm City.

"I would come down all the time, and for the most part people were staying in their cars and picking up kids, and not even getting out of their

320 York St.

poynter.yale.edu

#### MOST READ

Molly Reinmann

**Yale reinstates standardized testing requirement, allows AP and IB scores**

Erin Hu

**Yale New Haven Hospital announces new president**

Hudson Warm

**Gender disparities persist in several areas of study at Yale, data show**

Molly Reinmann

**International students describe unequal access to standardized test centers**

Benjamin Hernandez

**Sterling's Linonia and Brothers Reading Room to reopen in April after four years of renovation**

#### Tweets from @yaledailynews



Yale Daily News

@yaledaily... · Feb 11, 2017

**BREAKING: CALHOUN COLLEGE TO BE RENAMED FOR GRACE MURRAY HOPPER GRD '34**  
[yaledailynews.com/blog/2017/02/11...](http://yaledailynews.com/blog/2017/02/11...)

From: President Peter Salovey  
To: The Yale Community  
Re: Decision on the Name of Calhoun College

To the Yale Community,

Today I write to announce that the name of Calhoun College will be changed, and that we will honor one of Yale's most distinguished graduates, Grace Murray Hopper, '30 M.A., '34 Ph.D., by renaming the college for her. The university's board of trustees—the Yale Corporation—and I made this decision at our most recent meeting. The decision to change a college's name is one we take lightly, but John C. Calhoun's legacy as a white supremacist and a national leader who passionately promoted slavery as a "positive good" fundamentally conflicts with Yale's mission and values. I have asked Jonathan Holloway, dean of Yale College, and Julia Adams, the head of Calhoun College, to determine when this change best can be put into effect.

38 1K

“I would come down all the time, and for the most part people were staying in their cars and picking up kids, and not even getting out of their cars,” she said. “Now, parents are parking in the lot and walking around, I see a lot more openness and friendliness.”

Although the arrival of merchants has been relatively quick, Newton said his office took time to find merchants that would be compatible to the personality of the district.

“Most of the spaces we’ve had, we could’ve put retailers in there quickly,” Newton said. “But we were very careful in trying to identify and place retail merchants that would be consistent with the overall philosophy of the area which is arts-oriented, family friendly.”

University Properties Retail Analyst Jeanne Davis said fostering an artistic community came naturally to Audubon Street because the sizes of the district’s retail spaces are ideally suited for small businesses.

“Most of our spaces along Audubon and Whitney corridor are about 1,000 square feet or less, so for artistic business it’s a lot less overhead and rent,” she said.

The small size of the spaces has also kept national brand-name retailers out of the area, Davis said. Although brand name outlets would attract more Yalies to the area, Flynn said, keeping the artistic personality of the district and its “quieter, older crowd” hinges on continuing to resist changing the district’s character.

“It’s nice that this being the arts district, it has more of a sophistication to it,” she said. “We’re not jam-packed with every brand on every corner, ... [which] makes this couple of blocks that make up the district special.”

one we take lightly, but John C. Calhoun's legacy as a white supremacist and a national leader who personified pro-segregation slavery as a "positive good" fundamentally conflicts with Yale's mission and values. I have asked Jonathan Holloway, dean of Yale College, and Julia Adams, the head of Calhoun College, to determine when this change best can be put into effect.

38 1K



**Yale Daily News**  
@yaledaily... · May 9, 2018

Yale Police officers on Monday evening interrogated a black graduate student, Lolade Siyonbola GRD '19, for more than 15 minutes, after a white graduate student reported Siyonbola to the police for sleeping in the HGS common room.



yaledailynews.com  
Black student reported to YPD for ...

