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# PLEIN AIR PIANO PROJECT





# THE YORK ART ASSOCIATION

## mission statement:

To encourage and develop an interest in the visual arts; to provide opportunities for education through classroom instruction, workshops, lectures and publications; to support interaction within the community and to provide a venue for members and non-members to exhibit their work in a gallery setting.

## about:

- Established in 1905, YAA is one of the oldest arts organizations in the country
- YAA stages 14 exhibitions each year, including seven major events in our main showcase, the Nancy Woodward Gallery
- YAA maintains a mailing list of 1850, distributing our materials to our members and to other art and community venues in York County and beyond
- 1,500 - 2,000 visitors view our exhibits annually, including families, individuals, classes, and community groups
- 650 participants attended our classes, with skills levels from beginner to professional (data from 2019)
- Our 400 + members include both professional and non-professional artists as well as arts supporters and patrons
- We are a member driven organization with 125 volunteers contributing 3500 service hours annually
- YAA offers classes in a wide variety of art media and related subjects taught by professional artists
- York Art Association is classified as a non-profit 501(c)3 organization.

# CONCEPT & CHARACTERISTICS



## WHAT IS PLEIN AIR?

"En plein air, or plein air painting, is the act of painting outdoors. This method contrasts with studio painting or academic rules that might create a predetermined look".

## Open Spaces

Create opportunities for public art, engagement, and community beautification.

## Artists

Highlights YoCo's artistic community

## Increased Tourism

Entice more individuals to visit York. Increasing foot traffic in downtown and to businesses.

## Public Art

These pianos will act as a public art installation in York City.



# Design Approaches

- YAA will coordinate and contract artists through a "call for art"
- Artists will select a sponsor organization's logo and mission and submit designs based on that logo.
- A panel of community judges will be created to vet these designs.
- Designs will then be curated and the artists will be selected and paired with the sponsoring organization.

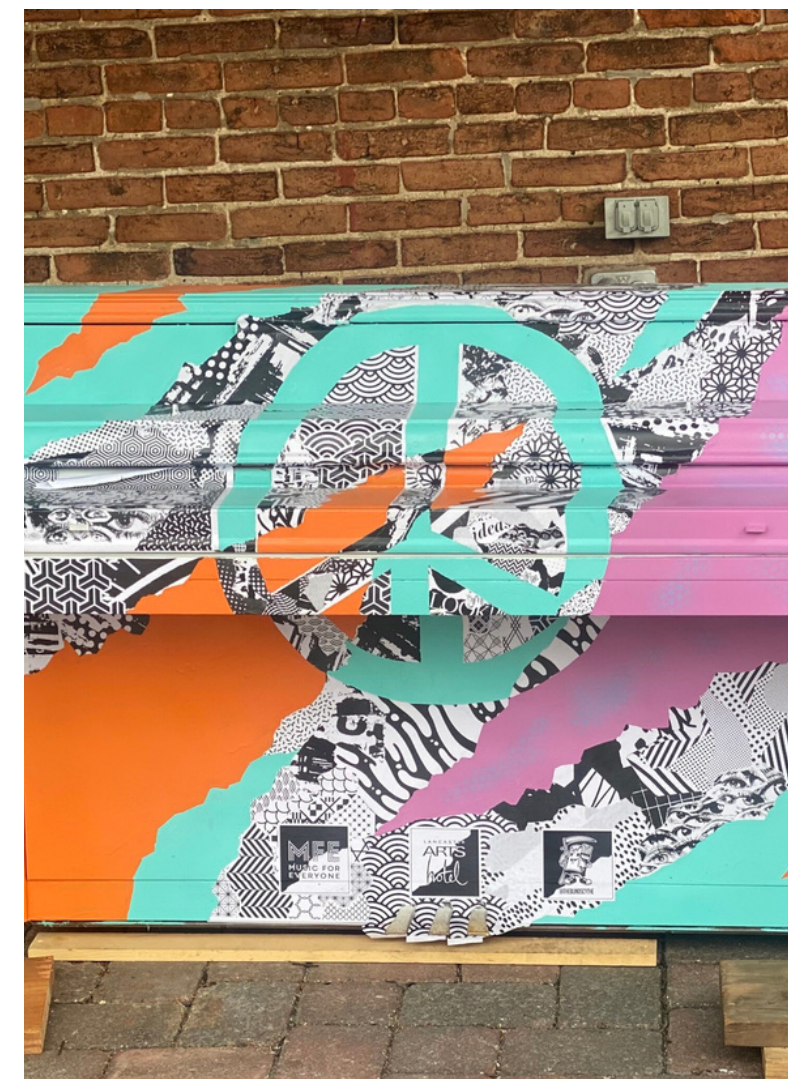
## Locations

### Downtown PA - Business District

- Appell Center for the Performing Arts (Under the Marquee Sign)
- York County Community Foundation (Cherry Lane)
- Central Market (Inside)
- Cherry Lane
- Downtown Square (In front of Vigilnet and Prince Street)

### Royal Square District

- Corner of King St. and Duke St.





# TIMELINE OF ACTIVITIES



*Music For Everyone  
Lancaster, PA*

## April

- Partner organizations & sponsors confirmed
- Pianos are identified and stored at facility, prepped for painting

## May

- Artists selection is complete; final designs are curated
- Painting begins by the selected artists

## June

- Piano are set in their confirmed locations
- Painting of the community piano

## August

- Piano are utilized for York Arts Week

## September

- Pianos are removed from their locations and placed in storage
- Metal is removed and piano is upcycled

# OUR SPONSORS & PARTNERS



# PLEIN AIR PIANO PROJECT SPONSORSHIP OPPORTUNITIES

## **\$10,000 Presenting Sponsor**

As the top promotional partner of YAA's Plein Air Piano Project, our Presenting Sponsor will receive exclusive, integrated brand exposure at all 2023 Plein Air Piano Project events and top-level exposure in all marketing, advertising and PR promotions including traditional media, social, online and digital channels. Also, the support of the community piano.

## **\$3,000 Full Piano Sponsor**

Full piano sponsors are exclusive sponsors of a summer piano location. YAA will make the arrangements on your behalf and create a design that incorporates your logo, colors and brand. In addition to owning one of a limited number of piano locations, Full Piano sponsors also receive integrated brand exposure in through campaign marketing and advertising and through social media and digital channels.

## **\$1,500 Half Piano Sponsor**

Half piano sponsors share a sponsorship of a summer piano location. Two sponsors are partnered together and their piano design will incorporate logos, colors and branding from each partner. Half Piano sponsors also receive integrated brand exposure in through campaign marketing and advertising and through social media and digital channels.

# ***pledge form***

*thanks for supporting fine arts in York*

Your generous contribution to our exhibitions support local and regional emerging and professional artists make visual art accessible to York County and beyond.

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business name

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sponsor level (presenting, full or half):

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contact name

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address

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city

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state

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zip

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email address

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phone number

Make all checks out to the York Art Association and mail the directly to our address at **220 S. Marshall St. York PA, 17402.**

To request an invoice, please contact us by calling **717.755.0028.**







*Thank  
you!*