



# CELEBRATION of LEADERSHIP

## Sponsor Packet

Thursday, April 4, 2024 | 6:00-9:00 PM  
SoWa Power Station Mezzanine  
550 Harrison Avenue, Boston, MA 02118



# CELEBRATION of LEADERSHIP

At NEFA's 2024 Celebration of Leadership, we will toast to the first year of our new executive director, Harold Steward, uplift the work of the six inaugural National of Leaders of Color Fellowship cohort from New England, and share exciting updates about NEFA's new strategic plan and equity initiatives for 2024 and beyond. Join us for an evening celebrating and raising funds to support leadership and equity in the arts!



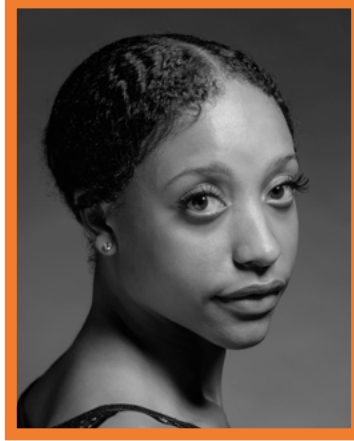
NEFA's Celebration of Leadership is a biennial gathering to honor arts leaders in the NEFA community. We bring together NEFA's donors, partners, institutional supporters, board and advisory council members, artists, and representatives of cultural organizations to raise funds to support our mission and programs. At the first Celebration of Leadership in 2020, we honored long-time NEFA champions Larry Simpson and Newell Flather, announced the inaugural awardees of the Newell Flather Award for Leadership in Public Art, and launched the pilot program New Work New England. In 2022, we gathered for a smaller post-Covid Celebration to honor the significant impacts of the leadership of outgoing NEFA executive director Cathy Edwards and NEFA board members Amy Ellsworth, Geoff Hargadon, Randall Rosenbaum, Marco Werman, and Lisa Wong. We look forward to bringing the Celebration back this spring for an even bigger event celebrating new leadership and equity initiatives at NEFA!

# 2024 HONOREES



## NEFA's Executive Director

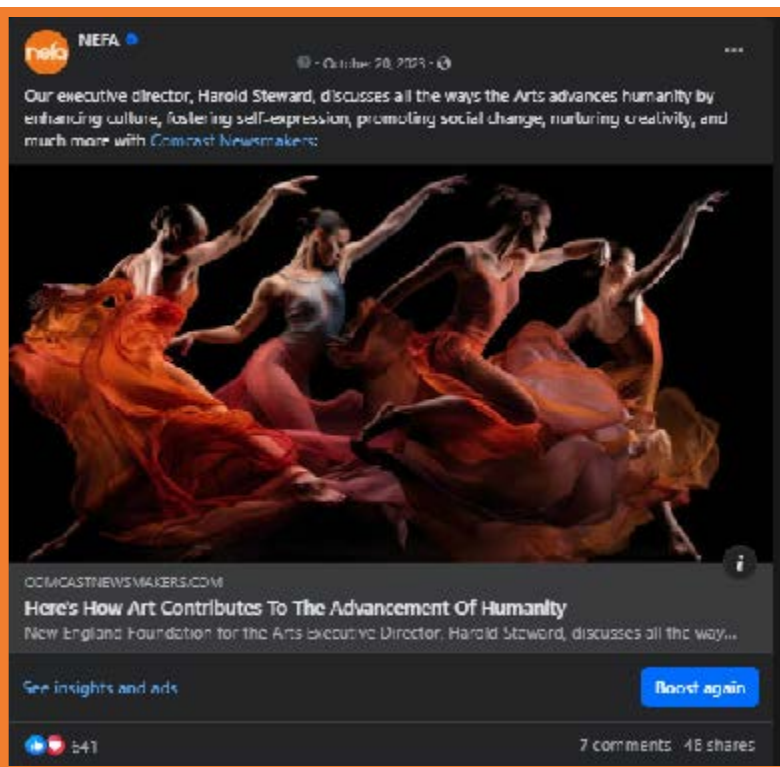
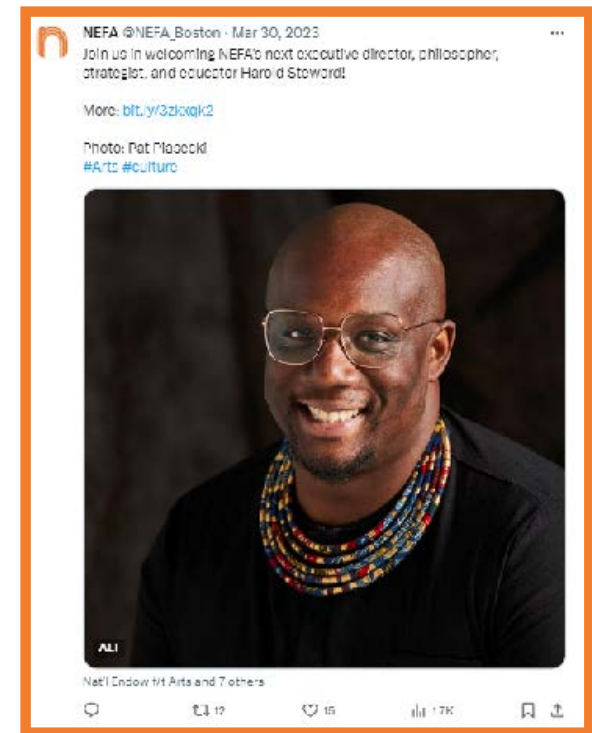
**Harold Steward**, a modern philosopher, strategist, and educator officially joined NEFA on July 10, 2023. They previously served as executive director & cultural strategist at The Theatre Offensive (TTO), a Boston-based nonprofit organization that presents liberating art by, for, and about queer and trans people of color that transcends artistic boundaries, celebrates cultural abundance, and dismantles oppression. Before that, they served as manager of the South Dallas Cultural Center, which provides instruction and enrichment in the arts with an emphasis on the African contribution to world culture.



## 2022 National Leaders of Color Fellows

The National Leaders of Color Fellowship program (LoCF) is a transformative leadership development experience curated by the Western States Arts Federation (WESTAF) to establish multicultural leadership in the creative and cultural sector. By partnering with the other United States Regional Arts Organizations (USRAOs), including NEFA, the program has expanded nationwide, and its mission has become a national endeavor. The inaugural National Leaders of Color Fellowship cohort from New England are below. More information about the program and these outstanding leaders can be found at [NEFA.org](https://nefa.org).

- » **Jordia Benjamin**, Portland, ME  
Executive Director, Indigo Arts Alliance
- » **Adam Chuong**, Providence, RI  
Education Director, The Steel Yard
- » **Kia'Rae Hanron**, Burlington, VT  
K12 Arts Learning Director, Clemmons Family Farm
- » **Lexy Lattimore**, Chelmsford, MA  
Former Executive Director, Chelmsford Center for the Arts
- » **Randall Nielsen**, Manchester, NH  
Artist, Engineer, and Founder, Queerlective
- » **Andre Rochester**, Hartford, CT  
Artist, Rochester Fine Arts



## Audience and Visibility

- » 15,000+ email subscribers
- » 8,000+ Facebook followers
- » 2,900+ X (formerly Twitter) followers
- » Almost 1,500 Instagram followers
- » Celebration of Leadership attendees include 100+ arts leaders and supporters from New England and beyond, including local and national arts- and equity-focused funders
- » Local and national media opportunities

# Sponsorship Levels and Benefits

To become a sponsor, reach out to NEFA's development manager Sarah Silva at [ssilva@nefa.org](mailto:ssilva@nefa.org) or 617-865-1845.

## Presenting Level - \$25,000+

- » 4 VIP tickets to the event
- » An exclusive toast pre-event with Harold Steward and the National Leaders of Color Fellows
- » Prominent logo on event invitation, event website, event signage, and NEFA website
- » Full page ad on the back cover of the event program booklet
- » Full slide ad in live event slideshow
- » VIP recognition and verbal mention on stage at the live event
- » The opportunity to connect with like-minded equity, social impact, and arts supporters in Boston

## Creative Level - \$10,000

- » 3 VIP tickets to the event
- » Large Logo on event invitation, event website, event signage, and NEFA website
- » Full page ad inside the event program booklet
- » Ad in live event slideshow
- » VIP recognition and verbal mention on stage at the live event
- » The opportunity to connect with like-minded equity, social impact, and arts supporters in Boston

## Connector Level - \$5,000

- » 2 VIP tickets to the event
- » Logo on event invitation, event website, event signage, and NEFA website
- » Half page ad in the event program booklet
- » Logo in live event slideshow
- » Recognition and verbal mention on stage at the live event
- » The opportunity to connect with like-minded equity, social impact, and arts supporters in Boston

## Friend Level - \$1,000

- » 1 VIP ticket to the event
- » Logo on event invitation, event website, event signage, event program booklet, and NEFA website
- » Logo in live event slideshow
- » Recognition and verbal mention on stage at the live event
- » The opportunity to connect with like-minded equity, social impact, and arts supporters in Boston





## Mission, Values, and History

NEFA invests in artists and communities and fosters equitable access to the arts, enriching the cultural landscape in New England and the nation.

Our values are:

- » **Artists and the creative process:** NEFA values the individual and collective contributions of artists in society, the ingenuity and imagination of the creative process, and is committed to freedom of artistic expression. NEFA believes in amplifying the voices of artists as leaders in our organization, the arts sector, and communities.
- » **Equity, diversity, intersectionality, and accessibility:** NEFA values an equitable, diverse, and inclusive world, which we interpret as all people having fair access to the tools and resources they need to realize creative and community endeavors. We acknowledge structural inequities that have excluded individuals and communities from opportunity based on race, gender, disability, sexual orientation, class, age, and geography, and strive to counter those inequities in our work.
- » **Knowledge building and sharing:** NEFA values the importance of inquiry, information gathering, and collaborative learning that strengthens NEFA's practices and the arts and culture sector. NEFA promotes varied learning opportunities for diverse stakeholders and partners.
- » **Leadership:** NEFA believes that leadership opportunities for artists and cultural workers are essential to a stronger arts sector and healthier communities; NEFA values the leadership role that we play to advance arts and culture in the region and the nation.

- » **Partnership:** NEFA values the interdependence of artists, organizations, and communities as essential to a wholistic, equitable vision of community vitality and artistic success. NEFA values our own partnerships with the National Endowment for the Arts, state arts agencies, funders, advisors, and stakeholders, which enable alignment of resources and strategies that lead to greater effectiveness.
- » **Public funding for the arts:** NEFA values public commitment to the arts and culture sector as vital to a just, healthy civic life and a robust democracy, and an essential leverage for private investment in the arts.

Founded in 1976, NEFA is one of six regional arts organizations established with funding from the National Endowment for the Arts to strengthen the national arts infrastructure by cultivating the arts on a regional level. Today, NEFA's programs are regional, national, and international in scope, and support artists and communities through grants and other opportunities in dance, music, theater, and public art. NEFA is a grantmaker, program initiator, aggregator of resources, and builder of creative partnerships among artists, arts organizations, and funders.

[Learn about NEFA's Board of Directors](#)



## NEFA Programs

- » **Center Stage:** Bringing contemporary international performing artists into direct contact with people across a wide range of U.S. communities through this cultural exchange program of the U.S. Department of State.
- » **Creative Economy:** Highlighting and quantifying the New England creative sector, primarily through CreativeGround, a dynamic directory and research database that celebrates the vital work of New England's artists, creatives, culture bearers, cultural organizations, and creative businesses.
- » **National Dance Project:** Supporting the creation and U.S. touring of new dance projects and field-building initiatives for dance.
- » **National Theater Project:** Supporting the creation and touring of U.S. based, devised ensemble theater projects through direct funding and a cultivation of an informed, interactive network of ensembles, artists, and presenters throughout the field.
- » **New England Programs:** Supporting New England organizations to present performing, film, and literary artists and connecting artists and presenters to resources and networks.
- » **Public Art:** Supporting the evolving field of public art through grantmaking and field-building collaborations, inspiring more vibrant public spaces and public life throughout the region.



# Current Major Supporters

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# Six New England State Arts Agencies

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