

COLUMBUS

*CHANGING LIVES
THROUGH THE ARTS*

SAINTS

2018 Programming - Become a Partner

LET'S TALK

MARSHALL CHEATHAM - FOUNDER & CEO



CHANGING LIVES THROUGH THE ARTS

I started the Saints with six kids, playing with sticks on a picnic table with the hope of changing lives with music. Growing up on the west side of Chicago in the 1960s, times were tough, but we had music, and arts to keep us focused, and out of gangs.

Being in a drum corps I was able to travel, work hard, and learn the value of team work. Playing college football at Vanderbilt; graduating and becoming a social worker, I wanted to give back and help the next generation through the arts.

I started the Saints in 2003 as a way to help young people with a focused after school activity. Like sports; arts programs challenge young people's minds, and impacts them academically by helping build focus; problem solve, and learn personal responsibility, I'm proud to say we've grown to become the Columbus Saints Performing Arts offering numerous programs; educational events and more at an affordable cost. Times are tough, but I believe in doing whatever we can to help provide opportunities for our youth, and hope you do too.

The Saints is an opportunity to associate your brand with an active lifestyle, community engagement, and the support of local youth. Reaching young people statewide, and performing for wide audiences as our program appeals to people of all ages, and backgrounds.

WHAT WE DO

Youth programs that are low cost, competitive, and focused on educating and uplifting our youth.



DRUM & BUGLE CORPS



WINTERGUARD



YOUTH PERFORMANCE



IN-HOUSE PROGRAMS



COMMUNITY WORKSHOPS



Arts education aids students in skills needed in the workplace: flexibility, the ability to solve problems and communicate, the ability to learn new skills, to be creative and innovative, and to strive for excellence.

Joseph M. Calahan, Director of Cooperate Communications, Xerox Corporation

Over the last 15 years we've won multiple Gold & Silver medals, and have helped thousands of young people with unique opportunities for education, travel, and personal growth at an affordable price. Annually our programs serve hundreds of youth, perform at numerous parades & festivals, and travel over 6,000 miles competing against groups globally, in NFL/NCAA stadiums and more. We have a strong social media presence with 6500+ followers, 50,000 monthly views, with video and photo content produced regularly. Yearly, numerous newspaper articles and online articles are written about the impact of our programs and shared.



DEMOGRAPHICS

ONLINE REACH

- 6500+ Social Media Followers
- 57000 Monthly Reach
- 8000 Monthly Video Views
- 7000 Avg Post Engagement
- 2000 Monthly Website Visits

ONLINE AUDIENCE

- 60% MEN | 40% WOMEN
- 50% 18-24 | 25% 25-34 | 25% 35-65
- 75% OH | 5% WI | 5% UK & MORE

MEMBER DEMOGRAPHICS

- AGE RANGE 15-27 YEARS OLD
- 75% MALE | 25% FEMALE
- 15% MINORITY | 10% LGBTQI+
- 25% COLUMBUS | 70% OH AREA

MARKETING REACH

The Saints have been featured regularly in media like:



REACH



MARKETING

COMMUNITY PRESENCE

Our program and alumni are active and very present:

- = Drum Corps Shows - Jun-Sep
- = Numerous Parades & Events
- = Corporate Conferences
- = Numerous Alumni go on to attend OSU, OU, Central State, Berklee, Miami U, Akron U, Kent State, Kentucky State, BGSU, and many others.
- = Monthly community workshops & more

SAINTS EXPERIENCES



Community Programs | Boys & Girls Club & Youth Community Workshops

Events | Parades & Corporate Retreats



Drum & Bugle Corps | Drum Major On-Field & Georgia Dome Photos



Winter Guard | Photos from WGI Regionals in Flint, and Indy

PARTNERSHIP LEVELS



With your partnership we can change our community for the better. Learn about our partnership levels and more:

PLATINUM

\$2000 - 5 year partner

Performance at your event

Lrg. Logo on Banner, Trailer

"Sponsored By"

announcement

SILVER

\$500 - 1 year partner

Logo on videos & brochures

Logo on event shirts & poster

Sml. logo on trailer, & displays

GOLD

\$1000 - 2 year partner

Commemorative Plaque

Med. Logo on Banner, Trailer

Branded Social Media Content

BRONZE

\$250 - 1 year partner

Logo added to website

Regular social media posts

Social media announcement

For partnership inquires, please contact
us at (614) 859-2982 or
lcarlton@columbussaints.org.



**THIS SMILE
MADE POSSIBLE
BY PARTNERS
LIKE YOU.
LET'S CHANGE
OUR
COMMUNITY
TOGETHER.**

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