

Sponsorship Opportunities
for
The Clay Studio's 40th Anniversary
&
The Claymobile's 20th Anniversary

AUDIENCE

Events will range in size from intimate gatherings to large scale festivals.



Audience Age Breakdown

Under 18 years old	14%
18-45 years old	59%
46-64 years old	19%
Over 65 years old	8%

Audience Location Breakdown

City of Philadelphia	65%
Suburbs	31%
National/International	4%

Target Market

- Post-college young professionals
- Art enthusiasts
- National craft community
- Established collectors

YOUR INVESTMENT HELPS US TO HAVE AN IMPACT...

We are proud to serve:

- Philadelphia schoolchildren
- Professional artists
- Cultural tourists



FIRED UP @ 40

THE CLAY STUDIO

Is one of the **WORLD'S TOP**

CERAMIC ART INSTITUTIONS

serving a

diverse community of **ARTISTS, STUDENTS,**

and **CREATIVE INDIVIDUALS.**



The Clay Studio is a non-profit arts organization with 40 years of service to the community. Originally founded as an artist collective, we have grown to become one of the world's top ceramic art institutions, and Philadelphia's only arts organization dedicated to ceramics.

We serve the **local community** through the Claymobile™ outreach program that brings art education to schoolchildren throughout the Philadelphia region. We also offer classes, lectures, exhibitions and events for audiences of all ages.

The Clay Studio is also known as an **International Resource** in the field of craft and ceramics. Our Guest Artist-in-Residence program has brought artists from over 40 countries, and our Resident Artist program provides a career-building opportunity for young talent.

Our 40th Anniversary is a yearlong celebration that will engage more than 100,000 people and 3,030,725 media impressions.

As a sponsor of **Fired Up @ 40**, we invite you to join The Clay Studio in inspiring the community with a yearlong celebration of excellence, innovation and community based arts.

LOCATION

**America's
Top
ArtPlaces
2013**



The Clay Studio is located in the Old City section of Philadelphia. We will produce events around the city throughout the 40th Anniversary year.



The Clay Studio is located in the Old City section of Philadelphia. Named as one of America's top Art Places in 2013, it is a hub of cultural activity, historic sites, and 21st Century tech firms.

The 40th Anniversary activities will be centered in this vibrant community, and will radiate out to other neighborhoods, the region, and a major national conference in Milwaukee, Wisconsin.

Old City

First Fridays
The Art of the Hand Made Pairing Series
Claymobile Family Day
Valentines Day Workshop
Mother's Day Workshop

Center City

Visiting Artist Talks
Guerilla Style Mug Giveaway
Young Supporters Events
40 Hour Birthday Party

University City

Mud Ball
A Day with Clay

Regional

Major Donor Tours

Milwaukee, Wisconsin

NCECA Conference Table
40th Anniversary Exhibition
Exhibition Reception & Collectors Tour

National & International

Clay National Exhibition
International Guest Artists
Online Exhibitions

PROMOTION

Sponsors are recognized in Clay Studio ads, printed materials, wall text, and on our website.



The Clay Studio Website
95,000 unique visitors annually
7,200+ Facebook "likes"



Street Banners
26,000 vehicles per day
7,000 pedestrians per day



Exhibition Cards
10,000 distributed annually

The Clay Studio Yearbook
750 distributed

On Site Gallery Wall Text
30,000 visitors annually

Anticipated ad schedule

Media Outlet	Exposure	Total Impressions
City Paper	4 ad units	582,584
Philadelphia Weekly	4 ad units	334,676
Philadelphia Gay News	4 ad units	80,000
WHYY	10 spots	92,000
American Craft Magazine	3 ad units	288,000
Metro	5 ad units	1,453,465
Art and Design Blogs	12-24 ad units	200,000
TOTAL IMPRESSIONS		3,030,725

EXPERIENCE THE CLAY STUDIO AS A MEMBER!

Become a member and save! If you haven't already joined The Clay Studio's membership community, what are you waiting for?

MEMBER BENEFITS INCLUDE:

- Discounted member prices on classes and workshops up to \$40 per class!
- Invitations to member-only receptions, tours, and special shopping events
- Family friendly member appreciation days
- Opportunities to connect with Clay Studio artists

To learn more or sign up, contact 215-925-3453 x 17 or membership@theclaystudio.org



REGISTRATION DETAILS

FALL TERM

September 27 – December, 11 2014
(closed Nov. 26th - Nov. 30th)

LOCATION

The school is located on the 3rd floor of 139 N. 2nd Street, Philadelphia, PA.

TUITION INCLUDES

Tuition includes glazes, firings, and access to 45 open studio hours per week. Clay must be purchased from The Clay Studio school store, where you may also purchase tools. Prices and availability are subject to change. The Clay Studio reserves the right to close open studio for special events.

TO REGISTER VISIT

WWW.THECLAYSTUDIO.ORG
OR CALL 215-925-3453 X 23

PAYMENTS

Full payment or a \$100 deposit is required at the time of registration (call 215-925-3453 x 23 to register with a deposit). The Clay Studio accepts cash, checks, Visa, MasterCard, Amex and Discover. We do not prorate for missed classes.

CLASS REFUNDS

- Cancel more than 3 days before the first class: full refund less a \$10 fee.
- Cancel 3 days or less before the first class: tuition credit less a \$10 fee.
- Cancel after first class: tuition credit for 50% of class fee.

For the full class and workshop refund policy visit www.theclaystudio.org/learn

THE CLAY STUDIO SCHOOL

We are dedicated to active learning through classes, workshops, and special events. Our educational programs, taught by experienced instructors, are open to all ages and abilities - from those who are new to clay, to experienced artists, or families and friends looking for a fun adventure together. Classes in wheel throwing, handbuilding and a range of special topics are designed to inspire students of all levels in a supportive and vibrant community.

Celebrating its 40th anniversary in 2014, The Clay Studio is a nonprofit educational institution, gallery and studio dedicated to teaching, creating, supporting and promoting the ceramic arts. Since 1974, The Clay Studio has hosted and exhibited world-class ceramic artists and brought the joy of clay to thousands of children, students, artists and enthusiasts throughout the Philadelphia region. Both a community center and an arts institution of international stature, The Clay Studio seeks to make art accessible through the tactile medium of clay.

PUBLIC TRANSPORTATION

Take the Market-Frankford El to 2nd Street exit (2nd and Market Streets). Alternatively, SEPTA buses # 33, 17, 5 and 48 all stop at 2nd and Market. Walk 2 blocks north on 2nd to 139 N. 2nd Street (between Arch & Race).

PARKING

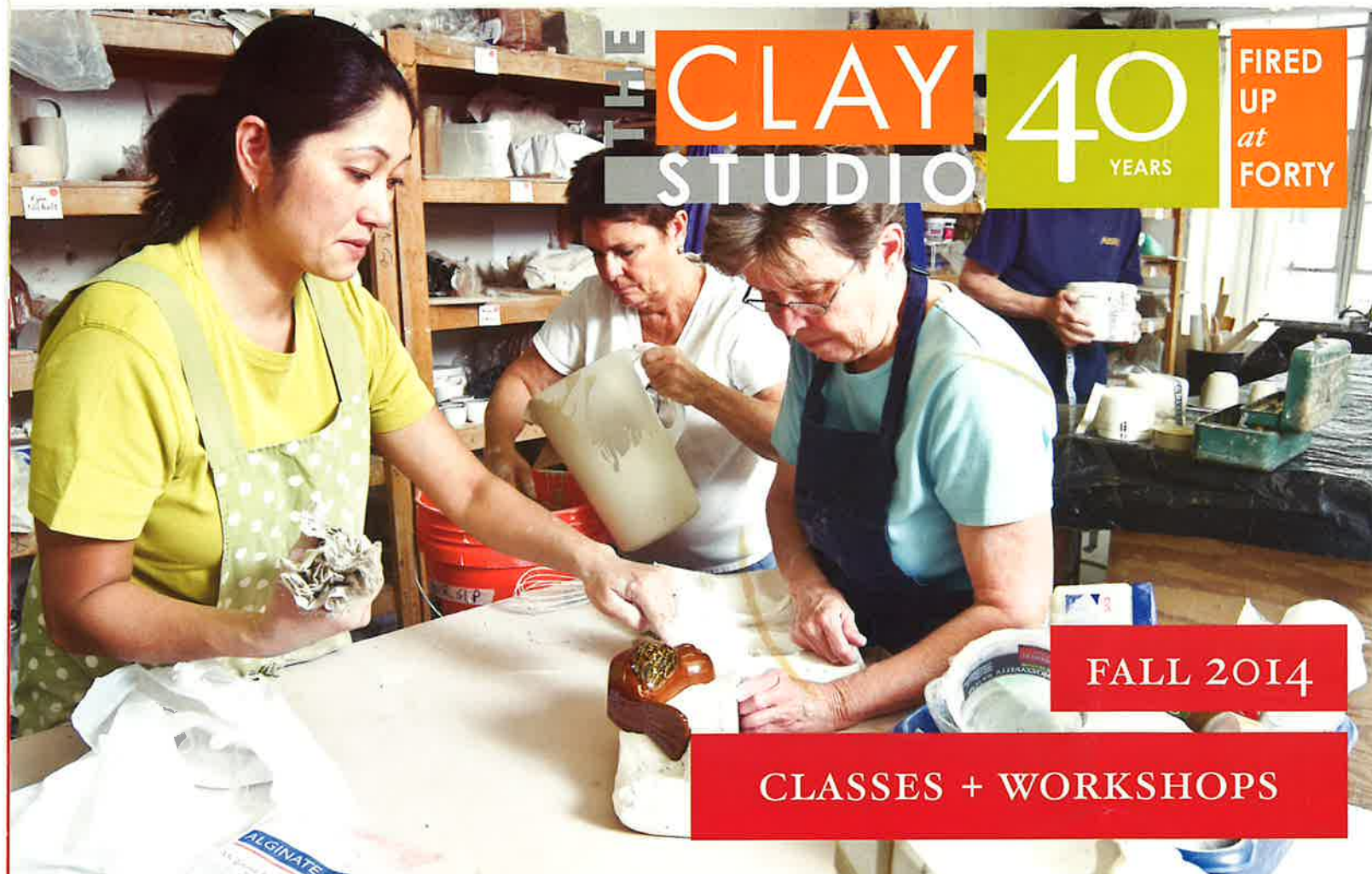
Street parking is available. Clay Studio students receive 4 hours of parking for \$5.00 at Old City Parkominium Garage at 231 N. 2nd Street.



137-139 N. 2ND STREET
PHILADELPHIA, PA 19106

WWW.THECLAYSTUDIO.ORG
215-925-3453

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PERMIT # 2822



FALL 2014

CLASSES + WORKSHOPS



The Clay Studio is a nonprofit 501(c)3 organization. Operations are funded in part by the William Penn Foundation. The Clay Studio receives government funding from The National Endowment for the Arts, The Pennsylvania Council on the Arts, and The Philadelphia Cultural Fund and the Independence Foundation. Support from our members and individual donors is also vital to our operations.



WAYS to REGISTER

WEB WWW.THECLAYSTUDIO.ORG/LEARN
 EMAIL JOSIE@THECLAYSTUDIO.ORG
 CALL 215-925-3453 x 23

Class descriptions and instructor biographies are available at www.theclaystudio.org/learn

NEW TO CLAY? Here are a few terms to get you started!

HANDBUILDING

There is no shortage of exciting ways to create projects with just your hands and simple tools. Learn techniques ranging from simple coil built pots to complex slab built forms

WHEEL THROWING

Use the electric potter's wheel to spin a lump of clay into a variety of vessel forms. Learn, improve and master wheel throwing techniques from inspiring professional potters.

GENERAL POTTERY

Intrigued by both handbuilding and wheel throwing? Try a General Pottery or Sampler class!

WORKSHOPS

■ **LOW FIRE SURFACES: COLOR & EXPRESSION**
\$50/\$45 members

SUNDAY
Oct. 5
10am-1pm
Lauren Mabry
14-FA-WK01

■ **FORM AND DECORATION: CULTIVATING HARMONY + PERSONAL EXPRESSION**
\$240/\$210 members

SATURDAY + SUNDAY
Sept. 20 - Sept. 21
10am-5pm
Lisa Naples
14-SU-WK02

■ **CLAY SCULPTURE: COLLABORATION AND EXPERIMENTATION**
\$60/\$50 members

SUNDAY
Oct. 19
10am-1pm
Andrea Marquis + Paul Swenbeck
14-LAWS-10

■ **PINCHING WITH A PURPOSE**
\$50/\$45 members

SUNDAY
Nov. 2
10am-1pm
Roberta Massuch
14-FA-WK02

■ **FLAT FORM TO FUNCTION: HANDBUILDING POTS**
\$60/\$50 members

SATURDAY + SUNDAY
Sept. 20 - Sept. 21
10am-1pm
Sandi Pierantozzi
14-LAWS-09

■ **A SIMPLE APPROACH TO MOLD MAKING**
\$60/\$50 members

SUNDAY
Nov. 16
10am-1pm
Joseph Gower
14-LAWS-11

FALL CLASSES + WORKSHOPS 2014

ALL LEVELS CLASSES

48 **GENERAL POTTERY I**
(10 Weeks)
\$320/\$280 members

WEDNESDAYS
Oct. 1 - Dec. 1
10am-1pm
Kathryn Narrow
14-FA05
(no class Nov. 26)

THURSDAYS
Oct. 2 - Dec. 11
7pm-10pm
Debbie Williams
14-FA06
(no class Nov. 27)

48 **HANDBUILDING I**
(10 Weeks)
\$320/\$280 members

TUESDAYS
Sept. 30 - Dec. 2
10am-1pm
Julie Moon
14-FA08

48 **HANDBUILDING I-II**
(10 Weeks)
\$320/\$280 members

TUESDAYS
Sept. 30 - Dec. 2
7pm-10pm
Hope Rovelto
14-FA09

■ **HANDBUILDING AND SURFACE DECORATION**
(10 Weeks)
\$320/\$280 members

SATURDAYS
Sept. 27 - Dec. 6
10am-1pm
Naomi Cleary
14-FA07
(no class Nov. 29)

■ **HANDBUILDING FUNCTIONAL CERAMICS**
(10 Weeks)
\$320/\$280 members

THURSDAYS
Oct. 2 - Dec. 11
10am-1pm
Janice Strawder
14-FAT0
(no class Nov. 27)

■ **SCULPTING HEADS AND HANDS**
(10 Weeks)
\$320/\$280 members

MONDAYS
Sept. 29 - Dec. 1
6pm-9pm
Kenny Delio
14-FA11

48 **WHEEL THROWING I**
(10 Weeks)
\$320/\$280 members

SATURDAYS
Sept. 27 - Dec. 6
10am-1pm
Theo Uliano
14-FA12
(no class Nov. 29)

THURSDAYS
Oct. 2 - Dec. 11
10am-1pm
Becky Chappell
14-FA13
(no class Nov. 27)

WEDNESDAYS
Oct. 1 - Dec. 10
6:30pm-9:30pm
Hiroe Hanazono
14-FA14
(no class Nov. 26)

■ **STUDIO PASSPORT**
(Every Day)
\$305/\$265 members

MONDAYS
Sept. 27 - Dec. 11
14-FA15

■ **TEEN MAKERS**
Suggested for ages 12-17
(5 Weeks)
\$165/\$145 members

THURSDAYS
Oct. 2 - Oct. 30
4pm-6pm
14-FA16

THURSDAYS
Nov. 6 - Dec. 11
4pm-6pm
14-FA17
(no class Nov. 27)

BEGINNER CLASSES

■ **THE CLAY STUDIO SAMPLER**
(5 Weeks)
\$210/\$190 members

WEDNESDAYS
Oct. 1 - Oct. 29
6:30pm-9:30pm
Peter Morgan
14-FA00

WEDNESDAYS
Nov. 5 - Dec. 10
6:30pm-9:30pm
Peter Morgan
14-FA01
(no class Nov. 26)

■ **INTRO TO WHEEL THROWING**
(10 Weeks + 5 Weeks)
10 wks \$320/\$280 members
5 wks \$210/\$190 members

SUNDAYS
Sept. 28 - Oct. 26
12pm-3pm
Jordan McDonald
14-FA02

SUNDAYS
Nov. 2 - Dec. 7
12pm-3pm
Jordan McDonald
14-FA03
(no class Nov. 30)

MONDAYS
Sept. 29 - Dec. 1
6:30pm-9:30pm
Chase Folsom
14-FA04



INTERMEDIATE/ADVANCED CLASSES

■ **HANDBUILDING II**
(10 Weeks)
\$320/\$280 members

WEDNESDAYS
Oct. 1 - Dec. 10
10am-1pm
Monika Kaden
14-FA18
(no class Nov. 26)

■ **WHEEL THROWING II**
(10 Weeks)
\$320/\$280 members

MONDAYS
Sept. 29 - Dec. 1
10am-1pm
Mune Taguchi
14-FA19

TUESDAYS
Sept. 30 - Dec. 2
7pm-10pm
Daniel R. Teran
14-FA20

■ **CERAMIC SCULPTURE**
(10 weeks)
\$320/\$280 members

THURSDAYS
Oct. 2 - Dec. 11
7pm-10pm
Jill Allen
14-FA21
(no class Nov. 27)

■ **HANDBUILDING WITH MOLDS AND SLIP**
(10 weeks)
\$320/\$280 members

WEDNESDAYS
Oct. 1 - Dec. 10
6:30pm-9:30pm
Mimi McPartlan
14-FA22
(no class Nov. 26)

HANDS ON INTRO WORKSHOPS

These fun and relaxed workshops get your creativity flowing as you learn wheel throwing.

■ **DATE NIGHTS**
\$35/\$30 members

FRIDAYS
7pm - 9pm

October 10 November 11
October 17 December 12
October 24 December 19
November 7
November 14

■ **CLAY CLINICS**
\$35/\$30 members

SATURDAYS
2:30 - 5:30pm

September 27 November 1
October 4 November 8
October 11 November 15
October 18 November 22
October 25 December 6

CHILDREN AND FAMILY WORKSHOPS

Spend some quality time together playing in clay! Workshop themes change weekly & focus on wheel throwing or fun handbuilding projects.

■ **FAMILY WORKSHOPS**
\$17.50/\$15 members
Suggested for ages 4 and up.

SATURDAYS
10am - 12pm

September 27 November 8
October 4 November 15
October 11 November 22
October 18 December 6
October 25 December 13
November 1

48 Classes with this symbol next to their title are available for Act 48 credits. There is an additional fee of \$35. All classes qualify for New Jersey Professional Development hours. Contact Josie Bockelman at josie@theclaystudio.org for more information.



port of

FIRED

UP

at

FORTY

A CELEBRATION





**JOIN US FOR AN EVENING FILLED WITH MUSIC,
ARTISANAL FOOD & DRINK, AND THE ART OF
CERAMICS IN A UNIQUELY INSPIRED SETTING**

**SATURDAY, MAY 10, 2014
6 PM – 11 PM
AMERICAN STREET SHOWROOM
2201 N. AMERICAN STREET
PHILADELPHIA, PA**

**THE CLAY STUDIO'S 40TH ANNIVERSARY CELEBRATION
HONORING THE LEADERS, PAST AND PRESENT, WHO HAVE
MADE OUR VISION POSSIBLE**

**SPECIAL PRESENTATION OF THE HERO'S AWARD IN HONOR OF
HARRY CAPLEN**

**Fired up Fare by Cary Neff Catering & Events
Silent Auction – Come ready to bid!**

**Complimentary valet parking available
Dress to impress**

Please RSVP by May 5

**THE CLAY STUDIO'S 40TH ANNIVERSARY CELEBRATION
HONORING THE LEADERS, PAST AND PRESENT, WHO HAVE
MADE OUR VISION POSSIBLE**

The Clay Studio Directors

Dina Levy
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Wendy Worthington
Kathryn Narrow
Effie Paul
James R. Clark
Amy Sarnier Williams
Christopher R. Taylor

Ernest Downs *
Helen W. Drutt English +
Timothy Duffield
George W. Ebeling
Christina Edleman
Helen Evelev
Sarah Fask
Cate Fetterman
Antonio Fink
Camille Focarino
Katy Friedland
Lynn Fryckberg
Glenda Frye
James Fulton
Drew Gilmore
Marc Grainer
Leslie Graves
Bud Grossman
Craig Grossman
Edward Grusheski
Harvey J. Gushner *
Hiroe Hanazono
Rain Harris
Ronald Hays
Cheryl Hendershott
Caroline Henderson
Richard Henkels
Jean Henry
John Higgins
Lorraine Hilleman
Joanne Hirsh-Tanker
Bentley Hollander
Clara Hollander
Barbara Horowitz
Bertram H. Horowitz *
Dr. Lawrence Hough
Pauline Howard
Molly Hughes
Leena Irlen
Leroy Johnson
Leslie Wright Jones
Jennifer Jordan
Marge Brown Kalodner
Elisabeth Kalogris
Kim Kamens
Joel Kaylor
Elaine Kelly
Nancy Klaus
Bill Kolodner

The Clay Studio Board

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Kim Armstrong
Larry Ash
Judith Axelrod
Susan Beiner
Cookie Belman
Jerry Bennett
Lynne Berman
Penny Satell Berman
Brian Bernhardt
Robert Bernstein
Phyllis Bernstein
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Liz Dailey
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Kathie Regan Dalzell
Stewart Dalzell +
Elaine Daniels
Raylene Decatur
Carrolle Devonish
Paul Donnelly
Shannon Donovan
Kate Doody



**YOU'VE BEEN MUGGED.
...NOW WHAT?**

As you hold your new mug, you may be experiencing some conflicted feelings. You're not a bad person for walking around with a disposable paper coffee cup. Far from it! You just spent money on a lovingly-prepared cup of coffee. Chances are, the coffee is shade-grown, ethically sourced and fair-trade. What if the cup you're drinking from could say the same?

Your new cup was handmade by a nationally known artist who has devoted their energy to improving your coffee drinking experience. Take a moment to read their bio, and think of them when you use the cup. This cup is dishwasher-safe, and is meant to be used daily.

The Clay Studio has spent the last 40 years supporting the arts. Our Claymobile program brings art classes to over 2,000 young people each year. Come check out our gallery and shop... or take a class... or bring your special someone to one of our famous Date Nights. Most importantly, we want to hear from you. Send a photo of you enjoying your new mug, or your thoughts on your mugging to garth@theclaystudio.org.

www.theclaystudio.org

Brought to you by  **Knight Foundation**