

SPONSORSHIP OPPORTUNITIES



**THE
ARCHIE
BRAY
FOUNDATION
FOR THE
CERAMIC
ARTS**



HOW YOU CAN SUPPORT



The Archie Bray Foundation for the Ceramic Arts

For more than 70 years, the Archie Bray Foundation for the Ceramic Arts has been a place where artists come to do their most important work. Founded in 1951 on the site of the former Western Clay Manufacturing Company, the Bray was created with a simple but powerful vision: to provide a space where artists could dedicate themselves to creativity, experimentation, and growth.

Today, that vision has grown into an internationally recognized center for ceramic arts. Artists from around the world come to Helena to live, work, and contribute to a dynamic creative community that continues to shape the field of contemporary ceramics. At the same time, the Bray remains deeply rooted in Montana—welcoming thousands of visitors each year to experience exhibitions, events, and educational programs on our campus.

As we look ahead, we are committed to sustaining this legacy while expanding access, visibility, and opportunity for artists and audiences alike. Partnerships with businesses like yours are essential to that work.

Sponsorship at the Bray is not only a meaningful investment in the arts—it is also an opportunity to align your business with a trusted cultural institution and to connect with an engaged and discerning audience. Our supporters include collectors, patrons, and community members who value creativity, craftsmanship, and innovation.

We invite you to explore the sponsorship opportunities outlined here and consider joining us in supporting artists and the continued vitality of the Bray. We would be glad to work with you to identify a partnership that aligns with your goals and interests.

Thank you for your consideration and for your support of the arts in Montana.

A handwritten signature in black ink, consisting of two stylized initials 'F' and 'S' followed by a cursive name, likely 'Ferren Warner & Steve Lee'.

Ferren Warner & Steve Lee
Co-Executive Directors
archiebray.org/sponsorships

WHY PARTNER WITH THE BRAY

REACH THE RIGHT AUDIENCE

The Bray attracts thousands of visitors each year, including collectors, artists, patrons, and culturally engaged community members. Sponsorship provides meaningful visibility for your business through on-site recognition, events, and communications—aligning your brand with an audience that values quality, creativity, and investment in the arts.

ELEVATE YOUR BRAND

As a nationally recognized center for ceramic arts, the Bray offers a unique opportunity to associate your business with innovation, craftsmanship, and artistic leadership. Your support signals a commitment to excellence and positions your brand alongside a trusted and respected cultural institution.

DEMONSTRATE COMMUNITY LEADERSHIP

Supporting the Bray is a visible way to show your investment in the cultural and economic vitality of our region. Customers and clients increasingly choose to support businesses that give back—your sponsorship highlights your role as a community-minded leader.

BUILD CONNECTIONS & IMPACT

Sponsorship creates opportunities to connect more deeply—with artists, patrons, and fellow business leaders—through events, exhibitions, and shared experiences. Your support directly sustains artists while strengthening your brand recognition, customer loyalty, and community connection.

2025 MARKETING STATS AT A GLANCE

- More than **1,240 visitors** came to The Bray to explore and learn about ceramics
- The Bray’s bi-annual print newsletter mailed to **over 3,000 collectors, ceramics students, and supporters**
- The Bray’s monthly e-newsletter delivered to **7,181 subscribers**

FACEBOOK

Views: **309,338**
Profile Visits: **11,375**
Content Interactions: **5,485**

INSTAGRAM

Views: **1,239,437**
Reach: **140,700**
Profile Visits: **29,856**
Content Interactions: **17,727**
New Followers: **4,823**

“For all who are seriously interested in the ceramic arts, The Bray should be a fine place to do work.”

—Archie Bray Sr., 1951

2026 SPONSORSHIP OPPORTUNITIES

THE BRICKYARD BASH

First held in 1985 on The Bray's grounds, this annual event draws over 300 guests. With an online auction, hundreds more will view the work and engage with the event. Sponsoring this event offers your business valuable visibility through a range of opportunities, depending on your chosen sponsorship level.

BRICKYARD BASH SPONSORSHIP BENEFITS

BENEFITS	SPONSORSHIP LEVEL			
	PRESENTING \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$1,500
10 V.I.P. TICKETS	X			
5 V.I.P. TICKETS		X		
2 GENERAL ADMISSION TICKETS			X	X
LOGO ON EVENT INVITE	X	X	X	X
PROMOTION IN THE V.I.P. AREA	X	X	X	X
COMPANY'S BANNER DISPLAYED NEAR STAGE	X	X		
MARKETING & BRANDING "Presenting Sponsor" logo placement on all Bash marketing collateral	X			
LOGO ON ALL MARKETING MATERIALS (website, social media, radio ads, etc.)	X	X	X	X
LOGO AND SPECIAL PLACEMENT ON EVENT PROGRAM	X			
RECOGNITION ACROSS SOCIAL MEDIA 4 social media posts in the month leading up to the event	X	X	X	X
PRIVATE GUIDED TOUR OF THE BRAY for 5 of your staff—meet current resident artists and hear about their work firsthand	X			
COLLECTOR'S CERAMIC PIECE handcrafted exclusively for major sponsors by a Bray resident artist	X	X		

All sponsors will become a member of The Bray's Business Alliance.

Contact Liz Harrison at
liz.harrison@archiebray.org or
 (406) 443-3502 ext. 104

2026 SPONSORSHIP OPPORTUNITIES

EXHIBITION SPONSORSHIP

Each year, The Bray presents five unique exhibitions featuring resident artists' work. Launched with a private reception on opening day, most exhibitions remain on view to the public for at least five weeks, often longer. These exhibitions are popular and well attended by both locals and visitors, with weekly promotion across The Bray's social media channels before and during each show.

Becoming an Exhibit Sponsor is an affordable way to position your brand in front of hundreds of engaged viewers with a strong interest in art and artists. These exhibitions also provide the community with access to some of the highest-quality ceramic art in the region.

EXHIBITION SPONSORSHIP BENEFITS

BENEFITS	SPONSORSHIP LEVEL			
	PRESENTING \$5,000 Annual support for all exhibitions	GOLD \$2,500 Support for our two most significant exhibitions (Resident Artists Exhibition + Exiting Fellowship Exhibition)	SILVER \$1,500 Support for key seasonal events Spring Sale (Pots and Plants/Mother's Day event), Holiday Sale (Year end event)	BRONZE \$500 Support for ongoing or campus-based exhibitions
LOGO ON GALLERY WALL	X			
EXCLUSIVE EARLY ACCESS to the opening night exhibition and reception	X	X	X	
LOGO ON ALL MARKETING MATERIALS (website, social media, radio ads, etc.)	X	X	X	
LOGO AND ACKNOWLEDGMENT featured on the lobby's TV display	X	X	X	X
SPECIAL WINDOW CLING proudly proclaiming your support of the arts and The Archie Bray Foundation	X	X	X	X

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Branson,

Brick to
Lots

Lots
of Brick



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archiebray.org/sponsorships