

Arts & Cultural Council for Greater Rochester

Annual **29th** Arts Awards

OVERVIEW

2012 Award Recipients:	CHET CATALLO	Artist
	UNIVERSITY OF ROCHESTER	Organization
	NIXON PEABODY LLP	Champion of the Arts
	WENDELL CASTLE	Lifetime Achievement

Date: Wednesday, November 7, 2012

Time: 11:15 am, Reception
Noon–1:30 pm, Luncheon and Award Ceremony

Location: Hyatt Regency Rochester – Grand Ballroom

Event Description: The Arts & Cultural Council for Greater Rochester's *Annual Arts Awards* brings together artists, patrons, and business and cultural leaders to celebrate outstanding achievements in the arts.

Sponsorship Levels:	Platinum Sponsor	\$10,000
	Gold Sponsor	\$ 5,000
	Silver Sponsor	\$ 3,000
	Benefactor	\$ 1,500
	Patron	\$ 500
	Friend	\$ 150

Information: Sarah E. Lentini
President and Chief Executive Officer
Arts & Cultural Council for Greater Rochester
(585) 473-4000, ext. 207
slentini@artsrochester.org

Annual *29th* Arts Awards

Sponsorship Benefits

\$10,000 Platinum Sponsor

LEAD NAME & LOGO ACKNOWLEDGMENT

- Day of Event: banner • poster signage • program book
- Invitation: print • email • web (7,000+ print/email recipients)*
- Arts Council Website: ArtsRochester.org home page • event web page
- Metropolitan Magazine Event Coverage: fall advertisement • winter feature (65,000+ readers/issue)*

EVENT TICKETS

- Two tables of ten (value \$1,200)

ADVERTISING AND ADDITIONAL VISIBILITY

- Event Program Book: two full-page congratulatory messages/advertisements (value \$600)
- Metropolitan Magazine: two full-page advertisements, used at sponsor's discretion (value \$2,800)
- Print • Email • Web: event-related media releases/announcements

\$5,000 Gold Sponsor

PROMINENT NAME & LOGO ACKNOWLEDGMENT

- Day of Event: banner • poster signage • program book
- Invitation: print • email • web (7,000+ print/email recipients)*
- Arts Council Website: ArtsRochester.org home page • event web page
- Metropolitan Magazine Event Coverage: fall advertisement • winter feature (65,000+ readers/issue)*

EVENT TICKETS

- One table of ten (value \$600)

ADVERTISING AND ADDITIONAL VISIBILITY

- Event Program Book: full-page congratulatory message/advertisement (value \$300)
- Metropolitan Magazine: full-page advertisement, used at sponsor's discretion (value \$1,400)
- Print • Email • Web: event-related media releases/announcements

\$3,000 Silver Sponsor

NAME & LOGO ACKNOWLEDGMENT

- Day of Event: banner • poster signage • program book
- Invitation: print • email • web (7,000+ print/email recipients)*
- Arts Council Website: ArtsRochester.org home page • event web page
- Metropolitan Magazine Event Coverage: fall advertisement • winter feature (65,000+ readers/issue)*

EVENT TICKETS

- One table of ten (value \$600)

ADVERTISING AND ADDITIONAL VISIBILITY

- Event Program Book: 1/2 page congratulatory message/advertisement (value \$225)
- Print • Email • Web: event-related media releases/announcements

Annual **29th** Arts Awards

Sponsorship Benefits *continued*

\$1,500 Benefactor

NAME ACKNOWLEDGMENT

- Day of Event: poster signage • program book
- Invitation: print • email • web (7,000+ print/email recipients)*
- Arts Council Website: event web page
- Metropolitan Magazine Event Coverage: winter feature (65,000+ readers/issue)

EVENT TICKETS

- Five tickets (value \$300)

ADVERTISING AND ADDITIONAL VISIBILITY

- Event Program Book: 1/3 page congratulatory message/advertisement (value \$150)
- Print • Email • Web: event-related media releases/announcements

\$500 Patron

NAME ACKNOWLEDGMENT

- Day of Event: poster signage • program book
- Invitation: print • email • web (7,000+ print/email recipients)*
- Arts Council Website: event web page
- Metropolitan Magazine Event Coverage: winter feature (65,000+ readers/issue)

EVENT TICKETS

- Two tickets (value \$120)

\$150 Friend

NAME ACKNOWLEDGMENT

- Day of Event: program book
- Invitation: print • email • web (7,000+ print/email recipients)*
- Metropolitan Magazine Event Coverage: winter feature (65,000+ readers/issue)

EVENT TICKETS

- One ticket (value \$60)

***Key Print Deadlines:**

September 4, 2012 – to be included in *Metropolitan* fall event advertisement

September 21, 2012 – to be included on event invitation

Annual ^{29th} Arts Awards

Sponsorship Commitment Form

- | | |
|---|----------|
| <input type="checkbox"/> Platinum Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Sponsor | \$ 5,000 |
| <input type="checkbox"/> Silver Sponsor | \$ 3,000 |
| <input type="checkbox"/> Benefactor | \$ 1,500 |
| <input type="checkbox"/> Patron | \$ 500 |
| <input type="checkbox"/> Friend | \$ 150 |

- I am unable to sponsor the 29th Annual Arts Awards at one of the above levels, but would like to make a tax-deductible contribution of: \$_____.

Please note the following key print acknowledgment deadlines:

September 4 – to be included in *Metropolitan* fall event advertisement (Platinum/Gold/Silver Sponsors)

September 21 – to be included on event invitation (Sponsors at any level)

Sponsor Name (as it should appear on printed materials): _____

Contact Name: _____

Organization Name: _____

Street Address: _____

City: _____

State: _____

Zip: _____

Phone (Day): _____

Phone (Evening): _____

Email: _____

Payment:

- Check enclosed (payable to Arts & Cultural Council for Greater Rochester)
- Please send me an invoice (payment due by November 1, 2012)
- Please charge my: MasterCard Visa

Name on card (please print): _____

Account No.: _____

Exp.: _____

Signature (required): _____

Please return completed forms to:

29th Annual Arts Awards
Arts & Cultural Council for Greater Rochester
277 N. Goodman St.
Rochester, NY 14607

For questions, please contact:

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