



ANNOUNCING THE 39TH ANNUAL HOLIDAY GLITTER AND APPLAUSE

Dear Friends of the Arts,

As autumn begins to descend upon us, the Arts Council is in the planning stages for our 39th annual Holiday Glitter & Applause event. This popular event brings together area artists, friends and patrons of the arts community to celebrate arts and culture and to recognize those who have made significant contributions to the arts in the Capital Region.

This year we are excited to present "Holiday Glitter & Glee," hosted by local theatre personality Chad Swan-Badgero of Peppermint Creek Theatre with live entertainment by the amazing and talented A Cappella group **TBD!** It is going to be a pitch-perfect evening packed full of melodies, merriment, magic and as always, a little mischief to boot.

We will kick off the night with a cocktail hour, featuring wine and beer, delicious hors d'oeuvres and desserts and music by the talented John Dale Smith. Then we "roll out the red carpet" for our 2018 Applause Awards that acknowledge nominees in seven different categories, including Creative Community; Arts Educator; Arts and Cultural Organization; Individual Artist; Civic Leadership Award; Business Leadership and the Ted Sondag Individual Leadership Award.

As a past Glitter supporter and attendee, we hope you will join us again this year and we are counting on your continued patronage for a successful event. Your contribution enables the Arts Council to strengthen and provide opportunities for area artists and arts organizations and helps us grow support for the arts across the region.

Our patron and sponsorship package offers numerous creative options to get you involved in a way that speaks to you: Patron tickets are \$150 each and we will recognize your contribution at the event, through social media and on our website invitation. Sponsorship levels begin with \$500 (Bronze), and increase to \$1,000 (Silver), \$2,500 (Gold) and end with our exclusive \$5,000 (Diamond) level. Commitments confirmed by Oct. 30, 2018 will receive a multitude of recognition and benefits deserving of those who believe in the transformative power of the arts and their impact on our community. See the enclosed benefits package and sponsor/patron form for all the information you need. For those of you who have asked: we've also added some fun "table" options to our sponsor benefits, so check these out too.

We are grateful beyond words for and so appreciate you for sharing our vision. Through the arts, we will continue to transform our region – creatively and economically.

Sincerely,

A handwritten signature in blue ink, appearing to read "Debbie", written in a cursive style.

Deborah E. Mikula
Executive Director

Holiday Glitter 2018

SPONSORSHIP LEVELS & GLEEFUL BENEFITS

The Arts Council of Greater Lansing offers multiple sponsorship packages with commensurate benefits to those who generously contribute to help make this event possible. Your business will radiate with the attention, visibility and recognition deserving of those who believe in the power of the arts and their impact on the Greater Lansing Region.

\$5,000 – Diamond

As the premiere sponsor for the event you will surely sparkle! Receiving special recognition, your sponsorship will spotlight you in all marketing materials and with a public “Thank You” in press releases, newsletters and through social media outlets. This sponsorship level is only open to one sponsor, in addition to a special recognition at the event you will receive:

- Ten (10) tickets to *Holiday Glitter* (\$750 value) and a front-row table exclusively reserved for you and your guests.
- Logo featured as Diamond Sponsor on the online event invitation that is linked from the Arts Council’s website*
- Logo featured as Diamond Sponsor in the Arts Council’s e-blasts and social media
- Logo featured as Diamond Sponsor on screen at *Holiday Glitter* event
- Logo (with link) on Arts Council website
- Verbal acknowledgement at the event
- Additional personalized benefit available as mutually agreed upon by Arts Council and Sponsor
- Right of first refusal for 2019 event

\$2,500 – Gold

As a glistening Gold sponsor you will receive:

- Six (6) tickets to *Holiday Glitter* (\$450 value) and a reserved table exclusively for you and your guests
- Logo featured as Gold Sponsor on the online event invitation that is linked from the Arts Council’s website*
- Logo featured as Gold Sponsor in the Arts Council’s e-newsletters and social media
- Logo featured as Gold Sponsor on screen at *Holiday Glitter* event
- Verbal acknowledgement at the event

\$1,000 – Silver

As a shining Silver sponsor you receive:

- Four (4) tickets to *Holiday Glitter* (\$300 value) and a shared table with other Silver sponsors
- Name listed as a Silver Sponsor on online event invitation that is linked from the Arts Council’s website*
- Name listed as a Silver Sponsor in the Arts Council’s e-blasts and social media
- Name listed as Silver Sponsor on screen at *Holiday Glitter* event

\$500 – Bronze

As a beaming Bronze sponsor you receive:

- Two (2) tickets to *Holiday Glitter* (\$150 value)
- Name listed as a Bronze Sponsor on the online event invitation that is linked from the Arts Council’s website*
- Name listed as Bronze Sponsor on screen at *Holiday Glitter* event
- A cocktail table reserved in your name. (During cocktail hour 6-7p.m.)

Holiday Glitter 2018

To become a patron or a sponsor, please fill out the form below and send it back to us with your payment. Or fill out the secure online registration at www.lansingarts.org/holidayglitter

We would like to support the Arts Council of Greater Lansing and the 2018 Holiday Glitter event to be held on Tuesday, December 4, 2018 at the University Club of MSU at the following level:

Patron

____ x \$150 / Ind. Patron = \$ ____

Sponsor

____ \$5,000 Diamond Sponsor

____ \$2,500 Gold Sponsor

____ \$1,000 Silver Sponsor

____ \$500 Bronze Sponsor

In order to be properly recognized in printed materials, please submit your patron/sponsorship commitment form by mail, fax, or online **by October 30, 2018**. Please submit **high-resolution logos** by email to taylor@lansingarts.org if sponsoring.

SPONSORS:

Please List Company Name if **Sponsoring**: _____

Contact Name and Guests if **Sponsoring**: _____

PATRONS:

Patron Name(s): _____

EVERYONE PLEASE FILL OUT BELOW:

Address: _____ City _____ Zip: _____

Phone: _____ Email: _____

Website (if applicable): _____

____ I've enclosed my check made payable to: **Arts Council of Greater Lansing**

____ Please invoice me

____ Please bill my Visa / MasterCard / Amex / Discover (circle one)

Card# _____ Exp. Date _____ Security Code _____

Signature: _____ Date _____

Please send completed form to:

Arts Council of Greater Lansing • 1208 Turner St. • Lansing, MI 48906 • Phone: 517.372.4636 • Fax: 517.484.2564 • www.lansingarts.org

Office use only:	Paid: Ch # _____	Cash _____	CC _____
Date: _____	Amount: _____	Coding: _____	DB <input type="checkbox"/> E-list <input type="checkbox"/> W <input type="checkbox"/> TY <input type="checkbox"/>

The Arts Council of Greater Lansing is a 501(c)3 non-profit organization. All contributions are tax-exempt to the extent allowed by law.