

# 2012 Gala & Auction

to support  
Edmonds Center for the Arts



## Corporate Sponsorship Opportunities

Edmonds Center for the Arts  
Annual Fundraising Event  
September 29, 2012, 5:00 pm



### **Event Information**

ECA's Gala Auction will be held Saturday, September 29, 2011, at Edmonds Center for the Arts in the heart of Edmonds, kicking off our sixth anniversary season! It will begin with a silent auction and cocktail hour followed by a live auction and dinner. This event draws nearly 250 philanthropic leaders from the local community and is one of the most exciting fundraisers in the area, featuring local celebrity auctioneer, John Curley, and emcee, ECA Board Member Mark Wright of KING5 morning news.



### **Goals of the Auction**

- Raise \$225,000 to support our growing organization. Funds will be used to further ECA's mission by underwriting national and international acclaimed artists, educating young audiences, creating important community programs and maintaining our remarkable facility. The event is designed to offer attendees the opportunity to connect with the organization on a visceral level as they spend their evening exploring and experiencing all of the wonder that ECA's beautiful space has to offer. The unrestricted funds generated by the auction for our annual fund are essential to delivering high quality programs at an affordable ticket price, allowing us to serve the community and region.
- Highlight the contributions of our corporate sponsors and celebrate the important role of corporate philanthropy in our community.
- Provide current donors/supporters with an update on the new milestones we have reached this year and plans for the future.



### **Attendee Profile**

Sponsorship offers businesses a unique philanthropic investment opportunity. It combines strategic marketing with the opportunity to support ECA. It is a way for increased visibility of your organization and sends a clear message to your employees, clients and potential clients that your company is an active participant in bringing the arts to our community. Your sponsorship is leveraged by covering the cost of the event so that every individual donation made by attendees goes directly to our programs. Sponsorship also offers direct access a dynamic group of men and women who are:



- Discerning consumers, who, whenever possible, give their business to those that support charitable efforts within their communities;
- Professional leaders, typically ages 35-60 with significant discretionary income;
- Individuals who are active in their communities through both philanthropic and volunteer contributions;
- Residents of South Snohomish County/King County

## Corporate Sponsorship Levels

**Platinum Sponsor: \$10,000 (Exclusive Opportunity)** – *Our Platinum Sponsor will enjoy the position of an overall event sponsor and will be most prominently featured during the dinner and live auction*

- One VIP table (8 tickets) for Arts Crush including with premier table location during dinner and live auction hosted by Seattle Celebrity Auctioneer, John Curley (value \$1,500)
- Primary recognition on Invitations, Press Releases, Website, and e-blasts (\$2,500)
- Premier recognition signage placement at guest entrance for maximum brand exposure including company display opportunity (value \$1,750)
- Company logo on attendee lanyards (\$500)
- Logo included every 10 seconds during looping logo presentation: lobby televisions and stage screens
- Exclusive full page color ad on back cover of the program (\$750)
- Introduction of Corporate Sponsor Representative on Stage and multiple on-stage mentions by Auctioneer
- Company logo prominently featured in ECA's video and Power Point presentation shown during live auction (\$500)
- Company logo to be featured on live auction bid card (\$1,000)
- Company logo on patron gift which will be given to each attendee (\$500)
- Company name prominently displayed on Annual Fund Donor Wall in ECA Lobby for one year (\$500)
- Recognition in 2012-13 Season Program (\$500)
- Two ECA six-show ticket packages for the 2012/13 with invitations to all three Center Circle receptions throughout the upcoming season



**Gold Sponsor: \$5,000 (Two Gold Sponsorships Available)**  
*Our Gold Sponsors will enjoy the two coveted positions as featured sponsors during the silent auction and continued exposure during the live auction and dinner.*



- Four VIP tickets to Gold Sponsorship table for the Gala Auction with premiere table location during dinner and live auction hosted by Seattle Celebrity Auctioneer, John Curley (value \$950)
- Recognition on Website and e-blasts
- Gold Sponsorship Recognition displayed at attendee check-in (\$700)
- Company logo featured on attendee name tags (\$1,000)
- Logo included every 15 seconds during looping logo presentation: lobby televisions and stage screens
- Company sponsorship/naming of silent auction (lobby or stage) (\$1000)
- Multiple mentions during silent auction
- Full page color ad on inside cover of auction (front or back) program (value \$500)
- Company logo featured in ECA’s video and Power Point presentation shown during live auction with other gold sponsor (\$500)
- Company name prominently displayed on Annual Fund Donor Wall in ECA Lobby for one year
- Recognition in 2012/13 Season Program (\$400)
- Two ECA four-show ticket packages for the 2012/13 Season (shows selected by sponsor) with invitations to all three Center Circle receptions throughout the upcoming season

**Silver Sponsor: \$2,500 (4 Silver Sponsorships Available)**

- Four VIP tickets to Silver Sponsorship table for the Gala Auction including access to exclusive and premier VIP table location during dinner and live auction hosted by Seattle Celebrity Auctioneer, John Curley (value \$950)
- Recognition on Website
- Silver Sponsorship Recognition displayed at attendee check-in (\$500)
- Logo included every 20 seconds during looping logo presentation: lobby televisions and stage screens
- Company logo on cocktail napkins used during silent auction and after auction on-stage party
- Half-page black and white ad within Event Program (\$500)
  - Company logo featured in ECA’s video and Power Point presentation shown during live auction with other silver sponsors (\$500)
  - Company name prominently displayed on Annual Fund Donor Wall in ECA Lobby for one year
  - Recognition in 2012/13 Season Program (\$400)
  - Two ECA two-show ticket packages for the 2012/13 Season (shows selected by sponsor) with invitations to all three Center Circle receptions throughout the upcoming season





**Friends of ECA Sponsor: \$1,000 (8 Friends of ECA Sponsorships available)**

- Recognition on Website
- Friends of ECA sponsor level recognition displayed at attendee check-in (\$250)
- Friends of ECA sponsor recognition in Event Program (\$250)
- Frequent logo recognition during looping logo presentation: lobby televisions and stage screens
- Company logo featured in ECA's video and Power Point presentation shown during live auction with other with other Friends of ECA Sponsors (\$200)
- Company name prominently displayed on Annual Fund Donor Wall in ECA Lobby for one year
- Recognition in 2012/13 Season Program (\$150)



For questions, please contact Jamie Herlich, Development Director, at 425-275-8594 or [jamie@ec4arts.org](mailto:jamie@ec4arts.org) .