



1208 Turner ♦ Lansing, MI 48906 ♦ 517-372-4636

September 15, 2017

Dear Friends of the Arts,

Each year the Arts Council of Greater Lansing holds its annual holiday event to kick off the season and recognize those who have made significant contributions to the arts in the Capital Region. It is with great pleasure that we announce our 38th annual Holiday Glitter & Applause, and we hope you will join us as a sponsor or patron at this popular event!

This year's Glitter event will be held on Tuesday, Dec. 5, 2017 from 6 - 9 p.m. at the University Club of MSU and brings area artists, friends and patrons of Lansing's art community together in celebration of arts and culture and appreciation as the Arts Council presents its annual Applause Awards with nominees in seven categories.

The night begins with an elegant cocktail hour that includes a delicious array of hors d'oeuvres, sweets, wine and beer—and the perfect opportunity to greet friends old and new. As you mix and mingle, you can enjoy an impressive selection of original art from City Pulse's Summer of Art covers, as well as other donated pieces of work from area artists. This silent auction offers a variety of price points and is the perfect opportunity to purchase unique gifts for those on your list. Next, we will roll out the red carpet for our Applause Awards, hosted by local celebrity Ken Beachler along with a full evening of lively entertainment by John Dale Smith & members of the MSU Theatre Department.

As a past Holiday Glitter supporter, your dedication and passion for the arts will be recognized and appreciated. Your pledge 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 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. 13, 2017 will receive a multitude of recognition and benefits as outlined in our benefit descriptions included with this correspondence. We guarantee you will receive the attention, visibility and recognition deserving of those who believe in the transformative power of the arts and their impact on our community. To become a patron or a sponsor, please fill out the enclosed form and send it back to us or fill out the secure online registration at www.lansingarts.org/holidayglitter

We thank you once again for sharing our vision. Through the arts, we will continue to move our region forward.

Sincerely,

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

Deborah E. Mikula
Executive Director

Holiday Glitter 2017

SPONSORSHIP LEVELS & DAZZLING 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 shine with the attention, visibility and recognition deserving of those who believe in the power of the arts and their impact on the Capital 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)
- Logo featured as Diamond Sponsor on event invitation*
- Logo featured as Diamond Sponsor in the Arts Council’s e-newsletters and social media
- Logo featured as Diamond Sponsor in *Holiday Glitter* program booklet
- Logo featured as Diamond Sponsor on screen at *Holiday Glitter* event
- Logo (with link) on Arts Council website
- Opportunity to display company brochures/coupons at event
- Verbal acknowledgement at the event
- Additional personalized benefit available as mutually agreed upon by Arts Council and Sponsor
- Right of first refusal for 2018 event

\$2,500 – Gold

As a Gold sponsor you will truly glisten, you receive:

- Six (6) tickets to *Holiday Glitter* (\$450 value)
- Logo featured as Gold Sponsor on event invitation*
- 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
- Logo (with link) on Arts Council website
- Opportunity to display company brochures/coupons at event
- Verbal acknowledgement at the event

\$1,000 – Silver

- Four (4) tickets to *Holiday Glitter* (\$300 value)
- Name listed as a Silver Sponsor on event invitation*
- Name listed as a Silver Sponsor in the Arts Council’s e-newsletters and social media
- Name listed as Silver Sponsor on screen at *Holiday Glitter* event
- Name listed on Arts Council website

\$500 – Bronze

- Two (2) tickets to *Holiday Glitter* (\$150 value)
- Name listed as a Bronze Sponsor on the event invitation*
- Name listed as Bronze Sponsor on screen at *Holiday Glitter* event
- Name listed on Arts Council website

All contributions are fully tax-deductible to the extent allowed by law.

***Sponsorships recognized on event invitation if received by October 13, 2017.**

Holiday Glitter 2017

PATRON/SPONSORSHIP FORM

We would like to support the Arts Council of Greater Lansing and the 2017 Holiday Glitter event to be held on Tuesday, December 5, 2017 at the University Club of MSU at the following level:

<i>Patron</i>	<i>Sponsor</i>
_____ x \$150 / Ind. Patron = \$_____	_____ \$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 13, 2017**. Please submit hi-resolution logos by email to taylor@lansingarts.org if sponsoring.

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

Contact Name if **Sponsoring**: _____

Please List Names of **Patrons**: _____

Address: _____

City / State / Zip: _____

Phone: _____ Email: _____

Website (if applicable): _____

_____ I've enclosed my check made payable to the 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 Street • 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"/>