



# CCA Annual Sponsorship

Today's Date \_\_\_\_\_  
 Name/Business \_\_\_\_\_  
*(Name as you wish it to appear in our promotions and publications)*  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Add'l Info: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## OUR THANKS!

**We give back to our sponsors by offering marketing benefits**

The Chelsea Center for the Arts' updated sponsorship package was launched in winter 2009. We offer expanded marketing benefits to recognize our sponsors at all our major events, and throughout the entire year.

*See following page for Sponsorship Level details.*

## SPONSORSHIP PACKAGES

- YES!** I would like to **sponsor the CCA** at the following level:  
*(Benefits are detailed on the following page)*
  - Diamond:** \$5,000
  - Platinum:** \$2,500
  - Gold:** \$1,200
  - Silver:** \$600
  - Bronze:** \$300
  - Friend:** I would like to contribute a donation of \$\_\_\_\_\_

*If this is a private donation, you are welcome to opt out of any of our recognition opportunities.*

## PATRONS OF THE ARTS

Our Patrons of the Arts are businesses and individuals who pledge to contribute \$1,000 or more per year for five years. We typically invite our Patrons to join or renew at our Spring Fundraiser, but you are welcome to join at any time of the year. At our spring fundraiser, we invite guests and supporters for breakfast so we can share our goals and accomplishments, and provide an overview of who we are to new friends.

- YES!** I would like to become a **Patron of the Arts** at the CCA at the following level:
  - \$\_\_\_\_\_ *(any amount \$1,000+)* per year for \_\_\_\_\_ *(5 or more?)* years

*If desired, Patrons with qualifying donations (see above) may also be recognized as Sponsors to receive numerous marketing benefits. In addition, Patrons are invited to our annual Patron Recognition Event as our way of saying thanks.*

Chelsea Center for the Arts  
**Annual Sponsorship Opportunities Details**

SPONSOR LEVEL	DONATION AMOUNT	AJ 2010 TICKETS	MENTION BY MC (Spring Fundraiser and Autumn Jubilee)	DIGITAL SLIDESHOW AD (Spring Fundraiser, Autumn Jubilee, and other events)	LISTING IN EVENT PROGRAM (Spring Fundraiser and Autumn Jubilee)	TYPE OF WEBSITE LISTING	WEBSITE LISTING LOCATION	LISTING ON KEY MARKETING MATERIALS (Schedules, program flyers, promotions)	E-NEWS LISTING	PATRON OF THE ARTS SOCIETY MEMBERSHIP (w/5 YEAR PLEDGE)
<b>Diamond</b>	\$5,000	10 and reserved table	Yes	Full page	Large Logo	Large logo and link	Front page; Sponsor page	Yes	Yes	Yes
<b>Platinum</b>	\$2,500	8	Yes	Half page	Logo	Logo and link	Front page; Sponsor page	–	Yes	Yes
<b>Gold</b>	\$1,200	6	–	Half page, shared	Bold listing	Bold listing and link	Sponsor page	–	Yes	Yes
<b>Silver</b>	\$600	4	–	Quarter page	Bold listing	Listing and link	Sponsor page	–	–	–
<b>Bronze</b>	\$300	2	–	Bold listing	Listing	Listing	Sponsor page	–	–	–
<b>Other</b>	Any amount	–	–	–	–	Listing	Sponsor page	–	–	–

Sponsors at varying levels are recognized not only at Autumn Jubilee 2009, but also throughout the year at major events and in our ongoing marketing.

**EVENTS:** Spring Fundraiser; Autumn Jubilee; Jazz & Chocolates; Open Houses. Numerous other events are held throughout the year.

**WEBSITE** ([www.chelseacenterforthearts.org](http://www.chelseacenterforthearts.org)): Receives an average of 7,000+ visitors per month. Updated regularly to promote programs and events

**MARKETING MATERIALS:** Program flyers sent out 3-4 times per year; 1,200 flyers distributed to Chelsea schools; Mailed to 3,000 CCA families; 500 programs distributed in locations throughout Chelsea, Manchester, Grass Lake, Stockbridge and Ann Arbor.

**E-NEWS:** 1,500+ names on list; Newsletter emailed 1-2 per month; Targeted e-blasts regarding classes, workshops and events mailed weekly

*The Chelsea Center for the Arts is a 501(c)3 non-profit, tax exempt organization. Gifts to the CCA are tax deductible as allowed by law. If you accept complimentary tickets to Autumn Jubilee, \$40 of your ticket is the non-tax-deductible portion of your donation. More information pertaining to CCA is available upon request. Our tax exempt number is 38-3255762.*

Chelsea Center for the Arts • 400 Congdon St • Chelsea, MI 48118 • 734-433-ARTS (2787)  
[www.chelseacenterforthearts.org](http://www.chelseacenterforthearts.org)