



Greetings,

In 2019, the Cultural Council of Cortland County reached over 4,000 individuals at events in our community, while highlighting more than 200 artists. With a mission “to support the arts and culture in Cortland County,” our organization’s engagement is multifaceted, extending to artists, students, businesses, other arts organizations, and residents. As a community-wide organization, we thrive when entities from across the county participate in these efforts, and we are writing to ask for your support.

The Cultural Council organizes numerous events throughout the year, such as local Story Slams, the Regional Photography Exhibit, and numerous art exhibitions. Many of these initiatives, like the Community Arts Challenge or Gears to Corsets Steampunk Festival, are undertaken in collaboration with other local organizations. On a monthly basis, we organize and promote First Fridays to highlight the artists and venues that support them in Cortland. This past December, we also began curating the McNeil Building Gallery at 17-29 Main Street in Cortland. Additionally, we offer bus trips, concerts, art classes, and other cultural experiences.

This year marks our 14th annual Cortland Arts & Wine Festival, which will take place Saturday, August 1st in Courthouse Park. Drawing an average of 2,500 individuals per year, this free public event is made possible in large part through contributions from our sponsors. The festival is a unique opportunity for our community to enjoy wine tastings, local artists booths, live music, a children’s art tent, a farmer’s market, food vendors, and a chalk art contest – all in one location. Sponsorship of the Arts & Wine Festival is a great way to promote your business by associating it with a successful summer cultural event that many in our region look forward to attending.

The Cultural Council is a 501(c)(3) with an active board, cadre of volunteers, and a paid director, making cultural events a reality. But these activities are a huge undertaking, and while most are offered free to attendees, they would not be possible without the support of community sponsors.

As a sponsor, your organization will have high visibility in demonstrating your dedication to the arts. A list of sponsorship levels is enclosed. The earlier we receive your application and payment, the more we can promote your support. Please note that the deadline to be included as a sponsor in the Arts & Wine festival guide is Friday, May 1st, 2020. We look forward to speaking with you about becoming a sponsor, and a board member will be in touch to follow up.

Sincerely,

The Board of the Cultural Council

607-753-1188 • www.culturalcouncilofcortlandcounty.org • culturalcouncil3@gmail.com

Board of Directors

David Beale, *President* • Tina Minervini, *Vice President* • Jim Weiss, *Secretary* • Emily Gibbons, *Treasurer*
Martha Beck, Mary Coffey, Sheila Cohen, Sherry Dans, Stacey Goldyn-Moller, Denise Knight, Lois Meyer, Richard Mitchell

Ex Officio: Bob Haight, *Executive Director Cortland Chamber of Commerce*

Advisors: Russ Ruthig, Esq., Peter VanderWoude

Sponsorship Opportunities

Donate online (www.culturalcouncilofcortlandcounty.org) or circle your choice and mail a check to
Cultural Council of Cortland County, PO Box 5133, Cortland, NY 13045

Concert Series, First Fridays, Story Slam, OR Workshops*

- \$50 -150+ sponsorship
- \$175+ sponsorship; Individual Membership
- \$200+ sponsorship; Business Membership

Awards (*Lifetime Artist/Musician Achievement; Regional Photography Competition; OR Community Arts Challenge*)*

- \$50 - 150+ sponsorship
- \$175+ sponsorship; Individual Membership
- \$200+ sponsorship; Business Membership

Arts & Wine Festival

- \$75 - 150+ Logo in Festival Program
- \$175 + Logo in Festival Program; Individual Membership
- \$250 + Logo in Festival Program; Business Membership
- \$300+ Logo in Festival Program; Business Membership; Acknowledged as a sponsor of a musical act
- \$500+ Logo in Festival Program, Business Membership, Banner on Kids' Tent, Main Stage or Wine Tent; Listing on festival webpage and in select electronic promotional materials
- \$500+ Logo in Festival Program, Business Membership, 4 Complimentary Wine Tent Tickets, Free business table; Listing on festival webpage and in select electronic promotional materials

Major Donor

- \$750+ Business Membership; Ad in Festival program; Banner on Festival Tent; Listing as sponsor for all events in promotional materials.
- \$1000 + Business Membership; Ad in Festival program; Banner on Festival Tent; Listing as sponsor for all events in promotional materials, on CCCC website w/link to your business website, and in CCCC e-newsletter distributed to ~2000 people.

*Contact director Kat McCarthy at culturalcouncil3@gmail.com to target your donation.

Sponsors will be listed on the Cultural Council website and in the organization's monthly newsletter. Additional opportunities for outreach vary by event and may include, but are not limited to, a logo in the event program; logo or recognition through paid advertising; logo on our sponsors poster. Promotional materials per event vary – please contact the director with questions.