

COME ONE, COME ALL! IT'S TIME FOR...

The
TURQUOISE
Ball

AUGUST 27TH

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346 DEPOT ST. ASHEVILLE, NC 28801

WWW.ASHEVILLEARTS.COM



The TURQUOISE *Ball*

THE ANNUAL COLOR BALL

Since the Beaux Art Ball in 1952, hosted by the local Community Arts Council (“grandparent” of the Asheville Area Arts Council) artists and enthusiasts have come together to celebrate the role of the arts in our community.

On August 27th, 2011 the tradition continues with **“The Turquoise Ball, A Celebration of Our Unique Creative Culture.”** Partnering with multiple venues across downtown Asheville offering preliminary festivities and various arts presentations, hundreds of turquoise-clad participants will converge on the Orange Peel for a talent showcase and arts-saturated celebration.

Sponsors and VIP’s will enjoy some of the finest food and drink available from local culinary artists as well as exclusive arts, fashion, and performance offerings by some of the area’s most vital professional artists. Then the showcases give way to a festive atmosphere as we celebrate the authentic Asheville Area Arts experience!

Expect to witness artistry you’ve never experienced before!



The **TURQUOISE** *Ball*

THE ASHEVILLE AREA ARTS COUNCIL

The AAAC is the advocate for artists and catalyst for culture. We seek to improve the quality of life in Asheville by improving the well-being of our artists and creative professionals. We focus three main strategies:

Support:	Direct support (grants) and indirect support (advocacy)
Access:	To new audiences, via arts facility and community Initiatives
Collaboration:	Innovative, original programming and web-based resources

A NEED & AN OPPORTUNITY

Despite the many benefits to the quality of life of the Asheville area brought about by local art scene and our creative culture, artists and creative professionals find themselves faced with the inability to meet critical needs, including access to audiences or markets, to funding, to philanthropists, to decision makers, even to one another and the broader creative community.

The Arts Council sees these needs as opportunities – opportunities to better serve the artists and professionals who are so greatly responsible for the high quality of life in Asheville, NC. We do this by building off of our strengths – a long history of service, our community arts facility, a network of community partnerships, and our innovative, original art programs that showcases the unique dynamics of Asheville’s creative community.

By matching these strengths and opportunities, we believe we can be a leader in the effort to build a more vibrant lifestyle and sustainable economy in the Asheville Area.



The TURQUOISE Ball

SOCIAL RETURN ON INVESTMENT

The AAAC uses only 20 cents per dollar of donations to cover overhead and fundraising. The remainder directly supports artists through grants, programs, and support of arts education. Your tax-deductible investment in the Arts Council has the following impact in the community:

- ✧ Helps an emerging or established professional artist showcase their work to the community
- ✧ Provides direct funding to specific projects of the donor's choice
- ✧ Assists area youth in educational activities through the arts and access to media resources
- ✧ Advocates for funding and support for artists from the city, county, state, and beyond
- ✧ Allows artists to meet, network, and collaborate online and in person
- ✧ Provides professional development skill building for community members and students



The **TURQUOISE** *Ball*

\$10,000+ PATRON OF THE ARTS

- ✧ Banner on www.ashevillearts.com homepage during Month of Event
- ✧ Banner at Main Event
- ✧ Logo included in Sponsor Slideshow Projections at main event
- ✧ Logo on all print and web promotions
- ✧ 10 Patron Memberships to the AAAC
- ✧ 10 VIP Tickets
- ✧ Mention at the Event

\$5,000+ VISIONARY LEVEL

- ✧ Rotating logo /ad-spot on www.ashevillearts.com homepage
- ✧ Logo included in Sponsor Slideshow Projections at main event
- ✧ Logo on all print and web promotions
- ✧ 5 Cornerstone Memberships to the AAAC
- ✧ 5 VIP Tickets

\$2,000+ MASTERWORK LEVEL

- ✧ Rotating logo /ad-spot on www.ashevillearts.com homepage
- ✧ Logo included in Sponsor Slideshow Projections at main event
- ✧ Logo on all print and web promotions
- ✧ 5 Benefactor Memberships to the AAAC
- ✧ 3 VIP Tickets and 3 Event Tickets

The **TURQUOISE** *Ball*

\$1,000+ AFICIANADO LEVEL

- ✧ Logo included in Sponsor Slideshow Projections at main event
- ✧ Logo on all print and web promotions
- ✧ 10 Alliance Memberships to the AAAC
- ✧ 3 VIP Tickets and 3 Event Tickets
- ✧ Mention at the Event

\$500+ BENEFACTOR LEVEL

- ✧ Rotating logo /ad-spot on www.ashevillearts.com homepage
- ✧ Logo included in Sponsor Slideshow Projections at main event
- ✧ Logo on all print and web promotions
- ✧ 5 Alliance Memberships to the AAAC
- ✧ 3 VIP Tickets

\$250+ FAMILY LEVEL

- ✧ Rotating logo /ad-spot on www.ashevillearts.com homepage
- ✧ Logo on all web promotions
- ✧ 5 Access Memberships to the AAAC
- ✧ 3 Event Tickets

\$100+ FRIEND LEVEL

- ✧ Listed among event sponsors at event
- ✧ 3 Access Memberships to the AAAC
- ✧ Event Ticket



SPONSORSHIP FORM

Please return to PO Box 507 Asheville, NC 28802, or drop at The Artery – 346 Depot St. Asheville, NC 28801 (at the Pink Dog Creative Studios) at your nearest convenience and NO LATER THAN AUGUST 10th

Date _____

The Asheville Area Arts Council gratefully acknowledges your sponsorship of the 2011 Turquoise Ball

Name as you wish to be listed _____

Contact Person _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____

Email _____

Sponsorship Amount \$ _____

Payment Method: Enclosed Check _____ PayPal (online) _____ Credit Card _____

Authorized Signature _____

The signature above assumes full responsibility for payment on the above sponsorship.

Please send payment and a vector image (.eps or .ai) or a hi-resolution, JPEG or TIFF (at 300 dpi at 5 x 7") file of your logo to info@ashevillearts.com at your nearest convenience and NO LATER THAN AUGUST 10th to assure name and/ or logo appear in all final draft print materials

**THANK YOU FOR YOUR GENEROUS SUPPORT OF
THE ASHEVILLE AREA ARTS COUNCIL**