



THE COLUMBUS  
MUSEUM



— Presents —

*Farm to Table(aux)*

## SPONSORSHIP OPPORTUNITIES

SATURDAY, APRIL 14, 2018  
6PM at THE COLUMBUS MUSEUM



## THE COLUMBUS MUSEUM'S 1<sup>st</sup> ANNUAL FARM TO TABLE(AUX) EVENT IS COMING!

Farm to Table(aux) is a fundraising event uniting farm-to-table cuisine with the theatrical French concept of Tableaux Vivant. Farm-to-table chefs rely on traditional farmhouse cooking, with its emphasis on freshness, seasonality, local availability, and simple preparations in an artistic way. Tableaux Vivant, French for living pictures, describes a group of costumed actors or artist's models, representing scenes from literature, art, history, or everyday life on a stage. They are carefully posed, theatrically lit, and do not move or speak. Tableaux can vary in complexity and size, from theatrical troupes to stylish solos, historical or contemporary, indoors or out.

*Eat Your Art Out!*

**SATURDAY, APRIL 14<sup>th</sup>, 2018**  
**The Columbus Museum, 6 – 9:30 PM**

### GUEST PROFILE

- Individuals and couples ages 30 to 65
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community-minded
- Creative, outside-the-box thinkers
- Environmentally-conscious
- Enjoy wine and unique cuisine
- On average, guests donate/spend \$200-\$600 per event





## KEEP ART ALIVE!

The Columbus Museum serves over 55,000 individuals each year. The Museum has free admission and offers a variety of exhibitions and educational programs for all ages.

## OUR MISSION

The Columbus Museum brings American art and history to life for the communities of the Chattahoochee Valley.

## OUR VISION

The Columbus Museum is central to life in the Chattahoochee Valley as a hub of community learning and enjoyment. Through an educational approach the Museum strives to ignite creativity, inspire critical thinking, and spark conversation.

## MUSEUM HIGHLIGHTS


- Extensive Permanent Collection
- Temporary and Travelling Exhibitions
- Bradley-Olmsted Garden
- Transformations Children's Gallery
- Educational Programs throughout the year

As Georgia's only art and regional history museum, the Columbus Museum maintains and increases relevance through the quality of its interpretation of objects and by targeting partnerships that extend its ability to serve the community



[www.columbusmuseum.com](http://www.columbusmuseum.com)

For more information, contact Carmen Overton  
at 706.748.2562 ext. 541



“ Art is not  
what you see, but  
what you make  
others see. ”

EDGAR DEGAS

## MARKETING STRATEGY

**Printed Save-the-Date:** A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors, will be distributed to targeted lists of donors, members, and charity-event supporters. **Expected audience: 4,000**

**Printed Invitation:** The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 4-5 weeks before the event. The invitation will include recognition for confirmed sponsors and event details. **Expected audience: 4,000+**

**Newsletters/E-Promotions:** Newsletters will be emailed to the entire network of Museum subscribers. Including save-the-date, invitation, and various event details and entertainment promotions.

**Webpage:** The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

**Social Media:** With an audience of over 3,700 spread across social media outlets, Museum will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

**Program:** Distributed to all attendees at the event, the program includes event details, sponsor recognition, Museum program information, and live and silent auction item descriptions.





## PRESENTING SPONSOR \$20,000

*Take flight with us! We are offering an exclusive sponsorship for the presenting rights to Farm to Table(aux).*

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting The Columbus Museum, Presented by “Your Company Name/Logo Here”).

### Presenting Sponsorship benefits include:

- Welcome remarks from company representative
- Two prominent tables with seating for 16 guests
- Acknowledgement as the exclusive Presenting Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, e-newsletters and social media
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Opportunity to promote business with booth at event (booth/ contents to be approved by The Columbus Museum)
- Full-page advertisement on the inside front cover of the program (artwork provided by sponsor)
- Opportunity to place a premier item in La Gniappe Bags (event-appropriate items only)
- First right of refusal for presenting sponsorship of the 2018 FTT event





### **\$10,000 GOLD SPONSOR**

- A \$10,000 investment in The Columbus Museum
- On-stage verbal recognition during the seated program and prominent signage at the event
- Opportunity to promote business with product placement at event
- Opportunity to place a premier item in La Gniappe Bag (event-appropriate items only)
- Name-inclusion in the event program and on the invitations when secured 30 days prior to event
- Prominent table seating for 8 guests and La Gniappe bags

### **\$5,000 SILVER SPONSOR**

- A \$5,000 investment in The Columbus Museum
- Opportunity to promote business with product placement at event
- Opportunity to place a premier item in La Gniappe Bag (event-appropriate items only)
- Name-inclusion in the event program and on the invitations when secured 30 days prior to event
- Table seats for 4 guests and La Gniappe bags

### **\$2,500 BRONZE SPONSOR**

- A \$2,500 investment in The Columbus Museum
- Opportunity to promote business with product placement at event
- Opportunity to place a premier item in La Gniappe Bag (event-appropriate items only)
- Name-inclusion in the event program and on the invitations when secured 30 days prior to event
- Tickets for 2 guests and La Gniappe bags





[ ] **Tableaux Vivant- \$5,000** (4 available) Soar into the world of art! All eyes are on the tableaux vivant pieces during the event. **Benefits Include:** Your logo next to the tableaux and recognition in the printed program. + 4 individual tickets.



[ ] **Stage Crew- \$2,500** (1 available) 15+ “Stage Crew” volunteers working the room and engaging more than 300 guests. These community members offer a great opportunity to showcase your brand and will be the hit of the event. **Benefits Include:** Your logo and branding exposure on the “Stage Crew” T-shirts + 2 individual tickets, and one “Stage Crew” member.



[ ] **Mystère Box - \$2,500** (1 available) 100 tickets for sale, and only 1 will unlock the mystery. What’s in the box? All will be revealed the day of the event. Your brand will be featured as the Mystère Box sponsor. **Benefits Included:** Logo on all raffle materials + 2 individual tickets.



[ ] **La Gniappe - \$2,500** (1 available) All 300+ attendees receive reusable tote bags to take home, giving the guest a little something extra. Branded logo’s and company recognition will be incorporated onto the bag selected. **Benefits Include:** Your logo on one side of a high-quality tote bag + 2 individual tickets.



[ ] **Printed Glass - \$2,500** (1 available) Each guest receives a souvenir stemless wine glass that can be used for wine or artisan cocktails at the event. This glass gives the perfect opportunity for you to leave an impression as guests sip throughout the night and as they relive memories from this magical day. **Benefits Included:** Logo on wine glasses + 2 individual tickets.



[ ] **Attached Glass Coaster - \$2,500** (1 available) Have your logo and a phrase attached to the bottom of each guests' glass. The glued coaster will make for a colorful addition to each sip throughout the night & can be printed on both sides, giving you even more space to make an impression. **Benefits Include:** Your logo on Glass tag + 2 individual tickets.



[ ] **Fountain of Youth Non-Alcoholic Beverage - \$1,500** (1 available) Help our fabulous attendees hydrate at the Fountain of Youth water station. Elegant signage and your logo on bottled waters. **Benefits Include:** Elegant signage and your logo on bottle waters + 1 individual ticket.



[ ] **Valet - \$1,500** Send them home with one last message about your company and our charity's mission, printed on a hanging tag that dangles from the review mirror. The custom tag includes your logo plus a phrase like "XXX is happy to help CHARITY achieve their mission." **Benefits Include:** Name recognition in program + 1 individual ticket

[ ] **Artisan Cocktail - \$1,500** (1 available) Shaken or stirred, you'll be the taste of the evening. This cocktail station will be the artistic alcoholic creation of the evening. **Benefits Include:** Your logo prominently displayed at the drink station + 1 individual ticket.

[ ] **Patron Sponsor - \$1,000** (40 available) Make a difference without the work. **Benefits Include:** Name recognition in program + 2 individual ticket



## SPONSOR REGISTRATION

☐ PRESENTING (\$20,000) ☐ GOLD (\$10,000)

☐ SILVER (\$5,000) ☐ BRONZE \$2,500

☐ CUSTOM \$ \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

☐ Check enclosed for \$ \_\_\_\_\_

*payable to Columbus Museum. Please mail to: 1251 Wynnton Road, Columbus, GA 31906*

☐ Charge my Credit Card for \$ \_\_\_\_\_

*Return form via MAIL to: 1251 Wynnton Road, Columbus, GA 31906*

**Please Circle:** Visa    MasterCard    Amex    Discover

CC#: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

*Farm to Table(aux)*®



### CREATING A WIN-WIN!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

### DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship.

Please Contact Carmen Overton  
at 706.748.2562 ext. 541

*\*the tax deductibility of donations will be determined after sponsorship is finalized.*