

HARTNELL COLLEGE

BLACK 

WHITE  
GALA FOR THE ARTS

SATURDAY, NOVEMBER 17, 2018

# THE DROWSY CHAPERONE

Music & Lyrics by Lisa Lambert  
and Greg Morrison  
Book By Bob Martin  
and Don McKellar



## Come join us at the 13th Annual Gala for the Arts!

Enjoy delicious food, festive libations and a don't-miss-it silent auction along with a special Mainstage performance of *The Drowsy Chaperone*.

**When:** Saturday, November 17, 2018

**5:30 – 7:30 p.m.** GALA Reception & Silent Auction Opens

**7:30 p.m.** *The Drowsy Chaperone* Performance

**Intermission** Dessert and Silent Auction Closes

**Where:** STEM Center and Mainstage Theater at  
Hartnell College 411 Central Avenue, Salinas, CA



**HARTNELL COLLEGE  
FOUNDATION**

TheWesternStage



This event is wheelchair accessible. Individuals requiring sign-language interpreters, real-time captioners, or other accommodations should contact Ashton Clarke at (831) 759-6050 or [acclarke@hartnell.edu](mailto:acclarke@hartnell.edu) as soon as possible.

# Sponsorship Has Its Privileges!



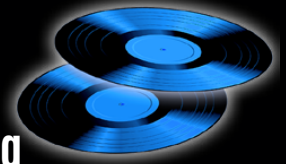
Sponsors will be recognized through media promotion, pre-event publicity, campus-wide and community exposure, recognition during the event, and year round in the lobby of The Western Stage. **All proceeds benefit the Arts at Hartnell College.**

BENEFITS	SPONSOR LEVELS			
	Man in Chair \$10,000 +	Toledo Surprise \$5,000 +	Latin Lover \$2,500+	Gangster Chefs \$1000+
<b>Tickets</b> for the Gala for the Arts.	10 tickets	8 tickets	6 tickets	4 tickets
<b>Recognition as a sponsor</b> in newspaper ads, and collateral materials, including invitation, and solicitation materials to be mailed to over 1,000 affluent individuals throughout a three-month period in the Salinas Valley and South County markets.	LOGO	LOGO	LOGO	LOGO
<b>Prominent signage</b> at event.	✓	✓	✓	✓
<b>Listing in Hartnell College <i>Report to the Community</i></b> ~ 5,000 community exposures plus 100,000 impressions on website.	✓	✓	✓	✓
<b>Listing on the new donor wall</b> at the Center for Advanced Technology, Alisal Center.	✓	✓	✓	✓
<b>Company logo in sponsor area of Hartnell College website</b> ~ 100,000 community exposures.	✓	✓	✓	✓
<b>Company recognition</b> on 2018 season Western Stage Program for Mainstage productions.	LOGO	LOGO	LOGO	name recognition
<b>Company logo</b> on plasma screen during Gala.	✓	✓	✓	✓
<b>Ad or name recognition</b> in the Gala For The Arts evening program.	full page ad	full page ad	half page ad	name recognition
<b>#SponsorSunday recognition</b> on the Hartnell College, Foundation and The Western Stage Facebook Pages (6,000+ Followers).	✓	✓	✓	
<b>4 tickets</b> to each show of the season.	✓	✓	✓	
<b>Event Email Reminders with a link to your business</b> to all Foundation Donors and The Western Stage Subscribers (4,700+ contacts).	✓	✓	✓	
<b>Presenting Sponsor announcement</b> from the Mainstage the night of the Gala.	✓			

Your sponsorship donation is tax deductible to the extent allowed by law. You will receive a letter acknowledging your gift to be used for tax purposes.



Please join these  
**SPONSORS** in supporting  
The 13th Annual Gala for the Arts!



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TMD Creative  
Toro Place Cafe  
Unlimited Events  
Valley Pride  
Wayne & Julie Tucker  
Wells Fargo  
Worthington Law Centre

**We thank each sponsor for their generosity!**

# The 13th Annual Gala for the Arts Sponsor Response Form

411 Central Avenue  
Salinas, CA 93901  
(831) 755-6810

Email:  
aclarke@hartnell.edu



**HARTNELL COLLEGE  
FOUNDATION**

Sponsoring Company \_\_\_\_\_  
(Exactly as name should appear in publications)

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

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

## Sponsorship Level

Check all that apply:

- Man in Chair**  
\$10,000+
- Toledo Surprise**  
\$5,000+
- Latin Lover**  
\$2,500-\$4,999
- Gangster Chefs**  
\$1,000-\$2,499
- I am not able to sponsor, but  
please accept my gift of  
\$ \_\_\_\_\_
- I would like to donate a gift  
in-kind for the auction

## Logo and Ad DEADLINES

Invitation Logo Deadline ..... **September 7, 2018**

Program Ad Deadline..... **October 12, 2018**

**Sponsor recognition will be given as printing deadlines allow.**

- We will send Company Logo and Company Ad to: **aclarke@hartnell.edu**
- Use Company Logo and Company Ad from 2017 (Previous sponsors only)

## Specifications for logo/ad placement

**All ads are black and white**

Acceptable file formats: PDF (ads); high resolution pdf, jpg, eps, tif, png (logos)

**300 dpi or higher**

To ensure print quality, **low resolution files cannot be used.**

Full page ad: 4.75" w x 7.75" h

Half page ad: 4.75" w x 3.75" h

Quarter page: 4.75" w x 1.8" h

Sponsor recognition will begin upon receipt of payment.

## Payment Method

Check one:

- Enclosed check for \$ \_\_\_\_\_  
Make check payable to "**Hartnell College Foundation/GALA**"
- Please send invoice. Reference company purchase order number: \_\_\_\_\_
- Other: \_\_\_\_\_
- Charge my Visa or MasterCard (circle one)  
Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Exp: \_\_\_\_\_ / \_\_\_\_\_  
CVC Code (3-digit code on back of card) \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Billing address (if different from above) \_\_\_\_\_  
Signature **X** \_\_\_\_\_  
Signature of Sponsor's Authorized Representative **X** \_\_\_\_\_  
Date Signed: \_\_\_\_\_

## Contact

Please complete, sign and mail to:

Hartnell College Foundation  
411 Central Avenue  
Salinas, CA 93901

(Please keep a photocopy for your files.)

Or fax to: (831) 759-6038

Or online:

**give.hartnell.edu/Gala**