



## 2022-23 Cain Center Sponsorship Program

<b>SPONSORSHIP OPPORTUNITIES</b>	Scope	Price range
Performing Arts Program	Fall 2022 <ul style="list-style-type: none"> <li>at Cornelius Arts Center: 4 events – “Music at the Mill”</li> </ul> Spring 2023 <ul style="list-style-type: none"> <li>at the new Cain Center Theatre: 14 – 21 events</li> </ul>	\$2,500+ Cain Center Sponsor * \$50,000 Title Sponsor – All events
Visual Arts Exhibition Program	Fall 2022 – <ul style="list-style-type: none"> <li>1 exhibit – at Cornelius Arts Center</li> </ul> Spring 2023 <ul style="list-style-type: none"> <li>3 exhibits – 2 in new Cain Center Gallery, 1 at Cornelius Arts Center</li> </ul>	\$2,500+ Cain Center Sponsor * \$10,000 Title Sponsor – All exhibits
Education Program	Cain Center Visual Arts Classes <ul style="list-style-type: none"> <li>Fall A &amp; B, Winter A &amp; B, Spring A &amp; B classes</li> </ul>	\$2,500+ Cain Center Sponsor * \$25,000 Title Sponsor
Family Events	TBA	\$2,500+ Cain Center Sponsor *

<b>SPONSOR BENEFITS</b>	Cain Center Sponsor per \$2,500	Exhibitions Title Sponsor \$10,000	Education Title Sponsor \$25,000	Performing Arts Title Sponsor \$50,000
Number of sponsored events		6 Exhibits	All Classes	18 – 25 Shows
Onstage Sponsor Spotlight	1 *	•	•	•
Recognition in eblast promotions and Season Preview Party	•	•	•	•
Name in season brochure and all printed materials & media	•	•	•	•
On-site branding/logo placement		•	•	•
Donor Lounge access		•	•	•
Logo in season brochure and all printed materials & media		•	•	•
One rental of non-theatrical space for private event			•	•
Sponsorship of Season Announcement / Donor Appreciation event				•
Two season tickets to Performing Arts Series				•
Branded sponsorship **				•

\* For every \$2,500 in support, we will celebrate your support with an on-stage recognition at a Cain Center Presenting Series event during the season. Example: \$2,500 of support = 1 event; \$5,000 = 2 events, and so forth.

\*\* 3-year commitment required

**Sponsorship Prospects - FY23**  
**Cain Center for the Arts**

**RENEWING from FY22**

Prospect	Primary Contact	FY22 Support	FY22 Program	FY23 Ask	FY23 Support	Status	Lead
SouthEnd Reclaimed	Paul Atkinson	\$ 5,000	Presenting	\$ 5,000			Mixer
North Main Financial	Joshua Dobi	\$ 5,000	Family	\$ 5,000		Tentative yes	Mixer
Susan Irvin Law	Susan Irvin	\$ 5,000	Exhibitions	\$ 10,000	Exhibition Title	in talks	Mixer
Atrium	Matt Roden	\$ 25,000	Education	\$ 50,000	Ed or Presenting Title	March application	Mixer
Boatyard LKN	Chris Boukides	In-Kind	Presenting	In-Kind			Mixer
Dick & Donna Johnson	Dick & Donna Johnson	\$ 1,500	Exhibitions	\$ 2,500			Mixer
Wolff Family	Susan Wolff	\$ 2,000	Education	\$ 2,500			Mixer
Morgan Stanley	Jennifer Ziegler	\$ 1,500	Presenting	\$ 2,500			Mixer
N. Meck Rotary	Marilyn Cunningham	\$ 2,000	Education	\$ 2,500			Dionne
Allen Tate	Tracey Stehle	\$ 6,151	Presenting	\$ 7,500			Mixer
		<b>\$ 53,151</b>		<b>\$ 87,500</b>			

**PROSPECTS for FY23**

Prospect	Primary Contact	FY23 Ask	FY23 Support	Status	Lead
Deborah Young Photography	Deborah Young	In-Kind	Season		
131 Main, LLC		In-Kind	Season		
Old Town Public House		In-Kind	Season		
Cornelius Today	Dave Yochum	In-Kind	Season		
Lake Norman Citizen		In-Kind	Season		
Lake Norman CURRENTS		In-Kind	Season		
WDAV	Frank Dominguez	In-Kind	Season	In talks	Mixer
WSIC News		In-Kind	Season		
Visit Lake Norman	Sally and Chris Ashworth	In-Kind	Season		Dionne
United Community Bank	Charlie Curtis	\$ 50,000	Presenting Title		Dionne
Macintosh Law Firm	Angela Swett	\$ 10,000			
Novant Health	Dheepa Johnston	\$ 10,000			Mixer
Marion Automotive Group	Randy Marion	\$ 10,000			Washam
MSC Industrial Supply	Vickie Jankowski	\$ 5,000		Confirmed	Mixer
Robin Salzman	Robin Salzman	\$ 5,000			Dionne
Ally Bank	Jeff Brown	\$ 2,500			
Artisan Signs	David Keith & Scott Crosbie	\$ 2,500			Dobi
Bailey's Glen	Jeannie and Thomas Rorro	\$ 2,500			Mixer
C Design	Rob Crane	\$ 2,500			Dionne
Chambers & Associates Realty		\$ 2,500			
Chezepis Law	Justin Ckezepis	\$ 2,500			Morgan
Deloitte Consulting	Dave Rizzo	\$ 2,500			Dionne
Donna Moffett	Donna Moffett	\$ 2,500			Morgan
Edifice	Sloan Kormelink	\$ 2,500			Dionne
Financial Independence Group	Mike Mullan	\$ 2,500			
First Citizens Bank		\$ 2,500			
Greer Walker	Beth Allen	\$ 2,500			Dionne
Ingersoll Rand	Dave Regnery	\$ 2,500			
Knox Group	Charles Knox	\$ 2,500			Dionne
La-Tea-Da's	Janet Woodson	\$ 2,500			Mixer
Ladd, McCall	Barbara McCall	\$ 2,500			Morgan
LKN Chrysler Dodge Jeep Ram(PARC)		\$ 2,500			
Lake Norman Realty	Abigail Jennings	\$ 2,500			Morgan
LKN Car Wash	David and Jennifer Dunn	\$ 2,500			Mixer
Lost Worlds Brewing Company	Sherri Johnson	\$ 2,500			
Lowe's	David Denton	\$ 2,500			
McGuire Woods	Loy McKeithan	\$ 2,500			Dionne
Meeting Street Homes	Joe and Nancy Roy	\$ 2,500			Dobi
Savvy Salon	Pat Helmsdollar	\$ 2,500			Dobi
The Lake Norman Company	Greg Wessling	\$ 2,500			
The Pines at Davidson	Steven H. Jewell	\$ 2,500			
The Range at Lake Norman	Tricia and Brian Sisson	\$ 2,500			Dobi
United Bank	Woody Washam	\$ 2,500			Washam
Yates Realty	Sunny Yates	\$ 2,500			
	<b>Total cash support</b>	<b>\$ 162,500</b>			

DEVELOPMENT ROAD MAP – 1/14/22	DECEMBER	JANUARY	FEBRUARY	MARCH
Capital Campaign	<ul style="list-style-type: none"> <li>✓ Cornelius Today 2-page ad</li> <li>✓ December 14 Campaign Event</li> <li>✓ Final year-end email appeal 12/20</li> </ul>	<ul style="list-style-type: none"> <li>✓ Continued major gift cultivation and stewardship</li> <li>✓ Report results of DM</li> </ul>	<ul style="list-style-type: none"> <li>○ Continued major gift cultivation and stewardship</li> </ul>	<ul style="list-style-type: none"> <li>○ Continued major gift cultivation and stewardship</li> </ul>
Annual Fund	<ul style="list-style-type: none"> <li>✓ Direct Mail follow up</li> </ul>	<ul style="list-style-type: none"> <li>○ FY22 solicitations continue</li> </ul>	<ul style="list-style-type: none"> <li>○ FY22 solicitations continue</li> </ul>	<ul style="list-style-type: none"> <li>○ FY23 Annual Fund Design and Branding approved</li> </ul>
Brick Campaign	<ul style="list-style-type: none"> <li>✓ Social media campaign</li> <li>✓ Engraving confirmation process begins</li> </ul>	<ul style="list-style-type: none"> <li>✓ Engraving confirmation process ends 1/31/22</li> </ul>	<ul style="list-style-type: none"> <li>○ Final push for March 1 deadline</li> <li>○ February 28 deadline for all initial Brick orders</li> </ul>	<ul style="list-style-type: none"> <li>○ Brick engravings sent to Pine Hall Brick</li> </ul>
Sponsorships	<ul style="list-style-type: none"> <li>✓ Finalize Sponsorship Program Design</li> <li>○ Solicit FY23 sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>○ Solicit FY23 sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>○ Solicit FY23 sponsorships</li> <li>○ Submit FY23 Atrium request</li> </ul>	<ul style="list-style-type: none"> <li>○ Solicit FY23 sponsorships</li> </ul>
Grants	<ul style="list-style-type: none"> <li>✓ Received \$5,000 from PCF</li> </ul>	<ul style="list-style-type: none"> <li>✓ Received \$7,500 from NCAC</li> <li>○ Submit Town Grant request</li> </ul>	<ul style="list-style-type: none"> <li>○ Prepare NCAC and ASC Requests</li> </ul>	<ul style="list-style-type: none"> <li>○ Submit NCAC and ASC Requests</li> </ul>
Campaign Cabinet/ Development Comm.	<ul style="list-style-type: none"> <li>✓ Campaign Review</li> <li>✓ Results of 11/2/14 event</li> </ul>	<ul style="list-style-type: none"> <li>✓ Review of all Campaigns</li> <li>✓ Focus on Sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>○ Capital Campaign review</li> <li>○ Sponsorship Update</li> <li>○ FY23 Annual fund Design</li> <li>○ Committee transition</li> </ul>	<ul style="list-style-type: none"> <li>○ Major gifts</li> <li>○ Sponsorship Update</li> <li>○ FY23 Annual Fund approved</li> </ul>
Behind the scenes	<ul style="list-style-type: none"> <li>✓ Data cleaning begins</li> <li>✓ Neon - annual giving online</li> </ul>	<ul style="list-style-type: none"> <li>○ Mail tax letters to all donors</li> <li>○ Data cleaning continues</li> <li>○ Brick Proofing completed</li> </ul>	<ul style="list-style-type: none"> <li>○ Committee leadership slots filled</li> <li>○ Data cleaning continues</li> </ul>	<ul style="list-style-type: none"> <li>○ Volunteer training process begins</li> <li>○ Implement new website designs</li> </ul>