

An Evening at the Hotel California with **DON FELDER**



RDC'S 15TH ANNIVERSARY AFFAIRS OF THE ARTS

SATURDAY, MARCH 3, 2012 | RDC ARTS CENTRE

Sponsorship Opportunities

Foster artistic excellence...

Theatre. Music. Visual & Motion Picture Arts. Funds raised through Affairs of the Arts support all RDC's Visual & Performing Arts programs. With your help we are able to enhance learning experiences and provide scholarships and awards for our deserving students. **Last year's successful event raised over \$60,000!**

Sit back and enjoy...

In past, our unique "Dinner on Stage" has been a highlight of the evening. In celebration of our milestone anniversary, however, we are introducing an exciting new format featuring headline performer, **Don Felder!**

Credited for giving the Eagles their rock and roll edge...now he flies solo. Grammy Award Winner and former lead guitarist of the Eagles band, **Don Felder** will perform the explosive hits he's co-penned or performed for 27 years. Set list includes: *Hotel California*, *Life in the Fast Lane*, *One of These Nights*, and *Heartache Tonight*.

Sponsor VIP ticketing will include admittance to an Appetizer Reception, Exclusive After Party, and of course, prime seating for Felder's exciting live performance.

Partner with a successful cause...

As we approach our 15th Anniversary event, Affairs of the Arts continues to engage and impress our patrons. Not only does your involvement positively impact the lives of RDC students, but it also provides your business with considerable exposure and recognition within the community. Join us as we foster and build artistic excellence in central Alberta.

Inquire about sponsorship opportunities or get your tickets soon!

403.357.3691 | Sharon.Sutherland@rdc.ab.ca | www.rdc.ab.ca/affairs_of_the_arts

Sponsor participation must be confirmed no later than January 31, 2012.

RDC'S 15TH ANNIVERSARY AFFAIRS OF THE ARTS

Sponsorship Levels

Official Sponsor Levels

Sponsor Benefits

Platinum + Entertainment & After Party Host	Platinum + VIP Reception Host	Platinum	Gold	Silver	
4	4	4	2	2	(x) Tickets to the Affairs of the Arts VIP Reception and After Party for Platinum +, Platinum & Gold. Silver receives General Public Tickets
Exclusive	Exclusive				Company recognition as "Entertainment & After Party" or "VIP Reception" host on Ticket Card Holder, Program, Signage and verbally
✓	✓	✓	✓		Name listing on RDC's readerboard @ 32nd & Taylor intermittently 3 weeks prior to event
✓	✓	✓	✓		Corporate logo placement for 1 year on RDC's Affairs of the Arts website with link to company website
✓	✓	✓	✓	Listing in Program Only	Corporate identification (either logo or listing) on print materials including: Ticket Card Holder, Program and Thank You Newspaper Ad
✓	✓	✓	✓	Listing	Placement of corporate logo on signage in prominent location(s) of venue

Platinum +	Platinum +	Platinum	Gold	Silver	Sponsors will provide...
\$7,500	\$5,000	\$3,500	\$2,000	\$1,000	Minimum \$(x) cash toward the purchase of a sponsorship
✓	✓	✓	✓		Corporate colour logo (EPS format) for use in the production of print materials (required by January 31, 2012)

All proceeds support the Music, Theatre, Visual and Motion Picture Arts programs and students at RDC.

For more information, please contact sharon.sutherland@rdc.ab.ca | 403.357.3691

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Sponsorship Confirmation

YES, I wish to be a sponsor of Affairs of the Arts!

Please select your sponsorship level (for details see reverse side)

- | | | |
|--------------------------|---|-------------------------------|
| <input type="checkbox"/> | Platinum + Exclusive Entertainment & Named After Party Host (includes 4 VIP Tickets) | \$7,500 (cash only) |
| <input type="checkbox"/> | Platinum + Exclusive Named VIP Reception Host (includes 4 VIP Tickets) | \$5,000 (cash only) |
| <input type="checkbox"/> | Platinum (includes 4 VIP Tickets) | \$3,500 (cash only) |
| <input type="checkbox"/> | Gold (includes 2 VIP Tickets) | \$2,000 (cash only) |
| <input type="checkbox"/> | Silver (includes 2 General Public Tickets) | \$1,000 (cash only) |
| <input type="checkbox"/> | Friend of the Arts (tax receipt will be issued for the full amount) | Less than \$1,000 (cash only) |

PLEASE COMPLETE IN FULL

Company/Business Name _____

Contact Person _____ Phone _____

Title _____ Fax _____

Address _____

City/Town _____ Postal Code _____

Email _____

Signature _____ Date _____

- I/we would like _____ additional VIP tickets (\$150 each) - For Platinum+, Platinum & Gold levels only
(I understand that there will be no tax receipt issued for these tickets)
(NOTE: Maximum additional tickets are equivalent to the number received as part of chosen sponsorship level)

Payment Type: Invoice Cheque Visa MasterCard American Express

Card Number: _____ Expiry (mm/yy) _____ Signature _____

Tickets and further information will be mailed to you after February 15, 2012.

FAX this completed form to 403.343.4080

or mail to: Red Deer College Foundation, PO Box 5005 Red Deer, AB T4N 5H5 | For more information, please call: 403.357.3691

Red Deer College Foundation Charitable Business Number 89051 5570 RR0001

The personal information that you provide on this form is being collected under the authority of, and will be protected in compliance with, the Freedom of Information and Protection of Privacy Act of Alberta. It will be used by Community Relations in order to facilitate event sponsorship. The information will be retained by Community Relations permanently in our donor database. Credit card information will be retained for the period of the event, after which it will be destroyed in a secure manner. If you have any questions about the collection and use of this personal information, please contact the Associate Vice President of Community Relations, Red Deer College, Box 5005, Red Deer, Alberta, T4N 5H5, Telephone: 403.342-3176.