

Fraser PAC Discussion Document
5/20/22
Sponsorships for Events

In all cases, sponsorships include:

- Advertising in proportion to their contribution in print, social, and media
- Hospitality tent at the event for them and guests
- Recognition at the events in terms of signage and on-stage presentations
- For PA@A, admission to the Friday night reception, again proportional to their sponsorship.

Option 1

Package FMMF, Fire & Ice, and Plein Air @ Altitude together for annual EVENT sponsorship (Not FVA or Fraser Center). Have contributions be to FVA so it is tax deductible for the sponsor, and FVA/Town work out transfer of funds where required. All surplus vs. expenses at end of year go to help fund Fraser Center.

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|----------------------------|----------------------------|--|
| Level | Amount | |
| Title Sponsor of all three | \$10,000 | |
| Title Sponsor 1 of 3 | \$5000 | First come, first served for "Festival presented by XXXXX", 1 of the three events. \$13k for all three. |
| Patron | \$2500 | |
| Supporter | \$1000 | Real estate of Winter Park has committed \$1500 as first sponsor |
| In-Kind | At least \$500 in services | |
| | | |
| Founder's Circle | \$30,000 | An organization or individual can join the FVA Founder's Circle and gain title sponsorship for a single event in each of the next two years, in addition to the Circle benefits. |

Option 2: Do each event separately

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|---------------------------|----------------------------|--|
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| Title Sponsor of an event | \$3000 | 3 events x 3k, maybe charge less for Fire and Ice |
| Patron | \$1500 | Real estate of Winter Park has committed \$1500 as first Patron. |
| Supporter | \$500 | |
| In-Kind | At least \$250 in services | |
| | | |
| Founder's Circle | \$30,000 | An organization or individual can join the FVA Founder's Circle and gain title sponsorship for an event in each of the next two years, in addition to the Circle benefits. |

Mural Fest Call for Entries

All — On Friday, our Call for Entries on [CAFE.org](https://www.cafe123.org) The time has come to jury the 53 (as of noon Thu) entries to the Mural Festival. You will see that we have had responses from across the country, and some VERY interesting works.

- The idea is simply for each of us to go into <https://admin.callforentry.org> and judge each of the entries on a scale of 1-7, with 7 being the best. Try hard to differentiate the ones you deem best (aka be stingy on 6 and 7s) so that we can see the consensus.
- Keep in mind that we are judging the collective work of the artist, not necessarily any one piece. Once we have our finalists, we can investigate if specific pieces are right for the towns. A few artists send along separate info via email, those emails are attached and are worth a quick read when jurying their work.
- **This will take you an hour or two...please make the time to give the artists the careful consideration they deserve!**
- The goal is to be done quickly: The exact ETA will be TBD at Friday's PAC meeting

You all should be set up for access. Your Login will be your first initial of your first name and the first four letters of your last name, with the first two letters capitalized. In my case, that would be SFitz. PW for everyone is Cafe123 and you can change it if you want to. **THIS IS THE SAME AS THE SCULPTURE CALL, SO YOUR BROWSER MAY HAVE STORED YOUR ID.**

Lisa did a preview for me and kindly created the following cheat sheet to help you navigate the jurying, see below. You can also find help here: <https://www.callforentry.org/administrator-help-center/juror-help/> I'm no expert in this tool but LMK if you hit snags.

1. Login at

- <https://admin.callforentry.org> with the credentials provided by you. (Login:XXXX pw: XXXX)

2. If it does not appear, select "Jury" from the menu item choices

3. Choose Event - "Fraser Mountain Mural Festival".

4. Click on the Number under "UNSCORED" to begin reviewing entries.

5. There are 50+ entries we all need to review and score. After you click the number, they will load below.

6. Select the photo to review submissions.

7. Click on "Score" at the right to enter your score. There is also a place for comments.

8. **Remember to SAVE.**