



MARYLAND CENTER FOR THE ARTS

The Project:

Situated on 41 acres, valued at \$9 Million dollars and gifted to the citizens of Maryland on Route 24 in Bel Air, the Maryland Center for the Arts will be an art based community and arts center on a campus setting and is in the pre-build phase for the first installment: all studies, including traffic studies, have been conducted and building will commence as soon as permits are issued. Quotes from builder and architect are in hand.

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The Maryland Center for the Arts will serve to fill the demonstrated need in the community for performance, exhibition, education, rehearsal and meeting spaces on an arts-focused, community centered campus environment. The location is surrounded by large neighborhoods and a shopping district and will serve to enhance the regional community. After a Cultural Plan, a Feasibility Study, a Case Study and Business Plan were produced the design and plan of the Center was further crafted using the data from 8 community input meetings to create a Strategic Plan and Proforma. The initial phase of the project is an outdoor amphitheater with 500 seats and an additional 500 in lawn seating and a community center that is planned to accommodate up to 500 people.

Programming:

Our cultural and educational programs are inclusive and accessible to all members of the community in Harford County and the region. When the Center is complete it will provide professional training, performances, arts appreciation events, and humanities education in group classes and individual instruction for students ranging in age from early childhood to senior citizens and individuals of all abilities and backgrounds. The organization works closely with regional organizations (Harford Community College, Deer Creek Chorale, Baltimore Symphony Orchestra, Ballet Chesapeake, Visit Harford, APG Discovery Center, Havre de Grace Opera House) in a synergistic fashion, so as not to be redundant or compete, but rather to serve the greater community through enhanced opportunity and to promote the region as a whole. Even before the building is complete, the Center offers unique programming for art creation and appreciation for all ages. Collaborating with local Harford business, Music Land, The Music Master Class and Chamber Concert Series allows students to work directly with members of the Baltimore Symphony Orchestra who instruct them on their performance and music making skills while allowing members of the community free access to music performed by elite musicians. Harford Plein Air and Quick Draw is a visual arts based program that allows national and regional artists to celebrate the beauty of Harford County through painting outdoors (en plein air) and compete for awards. Harford Plein Air Gallery Show and Sale gives residents and tourists the opportunity to see art created while they watch and to interact directly with the artists. The Quick Draw event takes place in the Town of Bel Air during the week-long festival and is a two hour painting competition open to all ages and abilities. The Quick Draw provides a festival atmosphere of fun competition and a chance to learn about painting techniques from esteemed artists and draws visitors to the downtown businesses.

Economic Impact & Funding:

A Business and Strategic Plan commissioned from Webb Management Services, a leading North American provider of development and planning for art centers has provided extensive detail with projected costs.

Funding: The project currently has collected or has commitments for 50% of the project's first phase. The committed portion is \$1.2 Million Dollars from the State of Maryland in the form of a \$200,000 matching grant and a direct \$1 Million grant.

Economic Impact: Clustering arts-based businesses through creative place-making builds the economy at the local level, enhances surrounding non-arts businesses and provides job opportunities and ways for individuals to participate in activities associated with the arts and cultural events. The results bring people together, spark community pride and create a more vibrant "place."



MARYLAND CENTER FOR THE ARTS

Signature Programs

Our cultural and educational programs are inclusive and accessible to all members of the community in Harford County and the region. Through our programming we give a taste of what Maryland Center for the Arts (MCA) will offer to the community even *before* the construction of buildings that will house performance, exhibition, education, rehearsal and meeting spaces on an arts-focused, community centered campus! We host various programming throughout the year that encompass all the arts, and have our Signature Programs: the Music Master Class and Chamber Concert Series and Harford Plein Air and Quick Draw. These programs are unique to the region and offer high community value through access, education and quality of life while also providing regional businesses, including arts-based-businesses, economic opportunity.



Music Master Class and Chamber Concert Series

Collaborating with local Harford County business, Music Land, *The Music Master Class and Chamber Concert Series* allows students to work directly with members of the world renowned Baltimore Symphony Orchestra who instruct them on their performance and music making skills. Members of the community enjoy observing the master class and the free, intimate concert performed by elite musicians, and gain their own musical insights while encouraging the students to continue their musical journey. Both the master classes and concerts are provided free to students and the public.



Harford Plein Air and Quick Draw

A juried competition, the best visual artists in the region and nation create paintings outdoors (en plein air) in oils, pastels and watercolor and compete for awards while capturing the beauty and historicity of Harford County. The highlight of the almost week long festival is the Collectors' Preview Party and Harford Plein Air Gallery Show and Sale that invites residents and tourists the opportunity to see Harford County through art and to interact directly with the artists as well as the opportunity to purchase fine art for their collections. The Quick Draw event takes place in the Town of Bel Air, one of the State's Arts and Entertainment Districts, and is an intense two-hour painting competition open to all ages and all abilities including the juried competition artists, non-juried artists and youth. The Quick Draw provides a vibrant festival atmosphere: easels line the streets of town, youth and the public to learn about painting techniques from esteemed artists, even watching the masterpieces form before their eyes, awards are announced around the pop-up gallery that is formed!



Bear Legacy Adventure Trails

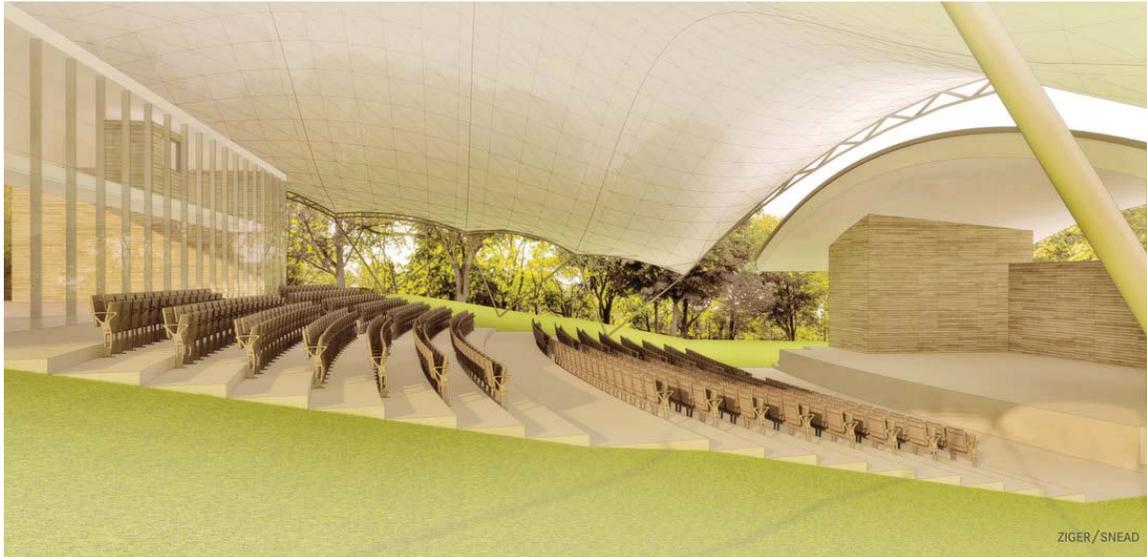
Located on the Maryland Center for the Arts property the trail network consists of a 1.5-mile loop trail around the perimeter of the 41 acre wooded property, as well as a network of spur trails (nearing a total of almost 4.5 miles!) that will lead to a Story-book Trail with painted rocks, natural sculptures, and other arts elements inspired by such classics as Eric Carle's *Very Hungry Caterpillar*, an outdoor yoga space, an outdoor classroom, and much more to come. The trail will also include a picnic area, as well as historic signage that highlights remnants of the historic farm that once occupied the property and tells the story of Mrs. Graham and how her inherited land came to be designated for park and cultural facilities. As an element of the Maryland Center for the Arts, the Bear Legacy Adventure Trails connect with the community as a beautiful space to contem-plate nature, reflect, create art, and find a peaceful atmosphere. The trails were designed with the future buildings in mind and much of the network will remain after all the buildings are complete. This combination of natural and cultural usage of the site is precisely what the benefactor of the land, Mrs. Graham, had bequested in her will.





MARYLAND CENTER FOR THE ARTS

Sponsorship Opportunities



Phase 1 Giving Opportunities

Amphitheater Naming:

Seats 1,000- 500 under center section (planned to be covered), 500 lawn seating

5 years: \$2 Million

15 years: \$5 Million

Community and Performance Center Naming:

Seats 325-500, supports community meeting and multipurpose performance space

5 years: \$1 Million

15 years: \$3 Million

Plaza Naming:

Outdoor hardscape connecting Community and Performance Center with Amphitheater

15 years: \$1 Million

Amphitheater Seats:

Purchase/Name an Amphitheater Seat providing you the right to purchase tickets for your seat and the seat next to you for all shows for the next 15 years before they go on sale to the public.

\$15,000/seat: 1st Section of Rows Nearest to Stage

\$10,000/seat: 2nd Section of Rows Nearest to Stage

\$5,000/seat: 3rd Section of Rows Nearest to Stage

\$1,000/seat: 4th Section of Rows Nearest to Stage

Plaza and Walkway Pavers & Bricks

Customizable inscriptions

8" x 8" Engraved Brick: \$250.00

4" x 8" Engraved Brick: \$100.00

PERFORM. EXPRESS. ENHANCE. INSPIRE.

PO Box 687 Bel Air MD 21014 / 443-567-5216 / Fax 443-371-7511 / www.mdcenterforthearts.org



Program Sponsorship

Champion programming in your community! Below are a few examples of opportunities

HARFORD **PLEIN AIR**

Presenting Sponsor: \$15,000

- \$1000 towards artwork purchased*
- 10 tickets to Collector's Preview Party and Awards*
- 5 minute corporate introduction at Collector's Preview Party and Awards*
- Logo placement in e-newsletter with a featured article*
- Top level logo on signage, advertising, social media*
- Full page color advertisement in program*
- 1st Place Award given in your name*

Major Art Sponsor: \$10,000

- \$500 towards artwork purchased*
- 6 tickets to Collector's Preview Party and Awards*
- Logo placement and recognition in e-newsletter*
- Corporate introduction at Collector's Preview and Awards*
- Logo on signage, advertising, and social media*
- Full page color advertisement in program*
- Award given in your name*

Art Masterpiece: \$5,000

- \$200 towards artwork purchased*
- 4 tickets to Collector's Preview Party and Awards*
- Corporate introduction at Collector's Preview and Awards*
- Logo placement in newsletter*
- Logo on signage, advertising, and social media*
- Full page black and white advertisement in program*
- Award given in your name*

Friend of Plein Air: \$1,000

- \$100 towards artwork purchased*
- 2 tickets to Collector's Preview Party and Awards*
- Corporate introduction at Collector's Preview and Awards*
- Logo placement in e-newsletter*
- Logo on signage, advertising, social media*
- Half page black and white advertisement in program*
- Award given in your name*

Artist Sponsor: \$500

- \$50 towards artwork purchased*
- 2 tickets to Collector's Preview Party and Awards*
- Corporate introduction at Collector's Preview and Awards*
- Logo placement in e-newsletter*
- Logo on signage, advertising, social media*
- Quarter page black and white advertisement in program*



Music Master Class and Chamber Concert Series with Members of the Baltimore Symphony Orchestra and Special Guests

Presenting Sponsor: \$15,000

*5 minute corporate introduction at each performance
Private meet and greet with musicians
Logo placement in e-newsletter and corporate feature
Top Level branding advertising, and social media Welcome
signage at event with your logo
Opportunity to place corporate promotional materials at event*

Maestro Sponsor: \$1,000

*Logo placement in e-newsletter
Logo on signage, advertising, social media
Opportunity to place corporate promotional materials at event*

Friend Sponsor: \$800

*Logo placement in e-newsletter
Logo on signage, advertising, and social media*

*Please contact Amanda Pugh at apugh@mdcfa.org or 443-567-5216
to become a program sponsor!*

The Maryland Center for the Arts Presents
DANCING FOR THE ARTS

A NIGHT AT THE OSCARs

Gala & Ballroom Dancing Competition

June 2, 2018

6:30 pm - 11:00 pm

Renaissance Baltimore

Harborplace Hotel

202 E. Pratt Street • Baltimore, MD

**Honorary Chair:
First Lady Yumi Hogan**



Join us on
the red carpet
as we support
Maryland's vital
arts community
at a gala event
featuring competitive
ballroom dancing
to the tunes of
celebrated Hollywood films.

Special pricing before April 15

Tickets: \$250 per person • \$2,500 table of 10

mdcfa.org

SPONSORSHIP OPPORTUNITIES

Fred Astaire.....\$25,000

(limit one)

- 20 tickets (2 tables) to the Gala
- Logo branded dance floor
- Full page color ad in program inside front cover
- Welcome letter in the program
- Speaking opportunity for company representative
- Logo recognition on social media and website
- Branded sponsor "thank you" e-blast to MCA list

Judy Garland.....\$20,000

VIP RECEPTION SPONSOR (limit one)

- Speaking Opportunity for company representative at VIP reception
- 10 tickets (1 table) to the Gala
- Sponsor introduction at event
- Full page color ad in program inside back cover
- Logo recognition on social media and website
- Logo placement in MCA e-newsletter

Sidney Poitier.....\$15,000

JUDGES' SPONSOR (limit one)

CELEBRITY JUDGES

The Honorable Angela Eaves,
Circuit Court for Harford County

Mary Gill, *Prominent Baltimore citizen*

David Nevins, *President Nevins & Assoc.*

Sandra Perez, *Professor of Dance at Towson University*

Debbie Phelps, *Executive Director Education Foundation BCPS*

Catherine Pugh, *Baltimore City Mayor*

John-John Williams, *Style Reporter, The Baltimore Sun*

- Seating for judges, sponsor and guests
- Logo banner on judge's table
- Recognition from judges during program
- Sponsor introduction at event
- Full page color ad in program
- Logo recognition on social media and website
- Logo placement in MCA e-newsletter

Gene Kelly.....\$10,000

BAR SPONSOR (limit one)

- 10 tickets to the Gala (one table)
 - Opportunity to provide branded napkins for the bar*
 - Signage on the bar
 - Full page color ad in program
 - Logo recognition on social media and website
 - Logo placement in MCA e-newsletter
- *Note: Sponsor supplies branded napkins

Debbie Reynolds.....\$10,000

DESSERT SPONSOR (limit one)

- 10 tickets to the Gala (one table)
 - Opportunity to provide branded napkins for the dessert table*
 - Signage on the dessert table
 - Full page color ad in program
 - Logo recognition on social media and website
 - Logo placement in MCA e-newsletter
- *Note: Sponsor supplies branded napkins

Patrick Swayze.....\$5,000

(unlimited)

- 6 tickets to the Gala
- Sponsor introduction to the audience
- Half page color ad in the program
- Logo recognition on social media and website
- Logo placement in MCA e-newsletter

Ginger Rogers.....\$3,500

(limit one)

- 4 tickets to the Gala
 - Opportunity to provide branded cups for the coffee table*
 - Sponsor introduction to the audience
 - Half page color ad in the program
 - Logo recognition on social media and website
 - Logo placement in MCA e-newsletter
- *Note: Sponsor supplies branded cups

Frank Sinatra.....\$2,000

(unlimited)

- 2 tickets to the Gala
- Half page b/w ad in the program
- Logo recognition on social media and website
- Logo placement in MCA e-newsletter

Marilyn Monroe.....\$750

VALET SPONSOR (limit four)

- 1 ticket to the Gala
- Signage by valet stand on evening of event
- Half page b/w ad in the program
- Logo recognition on social media and website
- Logo placement in MCA e-newsletter

Program Ad Prices

Full page ad.....\$500

Half page ad.....\$300

Quarter page ad.....\$175

All sponsors invited to 6:00 VIP Reception

Sponsorship packages are flexible & customizable.

Please contact Carolyn Evans
410.420.0809 for more details.



MARYLAND CENTER FOR THE ARTS

A NIGHT AT THE OSCARS

CELEBRITY JUDGES

The Honorable Angela Eaves
Circuit Court for Harford County

Mary Gill
Prominent Baltimore citizen

David Nevins
President, Nevins & Associates

Sandra Perez
Professor of Dance, Towson University

Debbie Phelps
Executive Director
Education Foundation BCPS

Catherine Pugh
Baltimore City Mayor

John-John Williams
Style Reporter, The Baltimore Sun

CELEBRITY DANCERS

Mary Ann Bogarty
Harford Bank

Anthony J. DiPaula
Law Offices of Anthony J. DiPaula, P.A.

Rajiv K. Goel
Ofit Kurman, Attorneys At Law

Dr. Rochelin Herold
Maryland Spine Institute

Carrie A. Houssock, MD
Dr. James E. Vogel Plastic Surgery

Mecca Lewis-Shakur
Weichert, Realtors - Diana Realty

Stephanie McCannon
StephanieMcCannon.com

John Pastalow, III & Kelsey Jones
Shuck & Associates
& Living Classrooms Foundation

Patrick Pollard
Merrill Lynch

Deborah Smith Williams
Howard Bank

Mary Teddy Wray, DDS
Laurel Bush Family Dentistry

Advertising DEADLINE:
May 1, 2018

Advertising & Sponsorship Form

Company (or Individual) Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact: _____ Title: _____

E-Mail: _____

Artwork Contact: _____ Phone: _____

E-Mail: _____

- | | |
|---|---|
| <input type="checkbox"/> Fred Astaire\$25,000 (limit one) | <input type="checkbox"/> Ginger Rogers\$3,500 (limit one) |
| <input type="checkbox"/> Judy Garland\$20,000 VIP RECEPTION SPONSOR (limit one) | <input type="checkbox"/> Frank Sinatra\$2,000 |
| <input type="checkbox"/> Sidney Poitier\$15,000 JUDGE'S SPONSOR (limit one) | <input type="checkbox"/> Marilyn Monroe\$750 VALET SPONSOR (limit four) |
| <input type="checkbox"/> Gene Kelly\$10,000 BAR SPONSOR (limit one) | Program Ad Prices |
| <input type="checkbox"/> Debbie Reynolds\$10,000 DESSERT SPONSOR (limit one) | <input type="checkbox"/> Full page (4.5"w x 7.5"h).....\$500 |
| <input type="checkbox"/> Patrick Swayze\$5,000 | <input type="checkbox"/> Half page (4.5"w x 3.5"h).....\$300 |
| | <input type="checkbox"/> Quarter page (2"w x 3.5"h).....\$175 |

All ads are b/w except as otherwise noted. Logo, ads or any other supplied artwork should be sent in jpeg or pdf format to: apugh@mdcfa.org

- Cash Check MC Visa AM EX

Card # _____

Exp: _____ CV# _____

Make checks payable to the **Maryland Center for the Arts**
Mail payment to: Maryland Center for the Arts • PO Box 687 • Bel Air, MD 21014
Or pay online at mdcfa.org

You will receive a letter acknowledging your Sponsorship. **Thank you for your support!**



MARYLAND CENTER FOR THE ARTS

Sponsored By:

