

THE UMBRELLA

ART
FEST

here comes the sun

Last spring, The Umbrella broke new ground with our first ever virtual gala. This year, we're striving once again to bring you – our amazing community of supporters – a gala celebration unlike any before.

As we gingerly step into a new spring, we recognize that we are all emerging differently and with varying levels of comfort. We have envisioned **Artfest** as a celebration for our entire community – with access to a broad scope of both virtual and safe, in-person events.

We invite you to join us in celebrating all the members of our community: the essential workers, the artists, the teachers – the heroes – who have kept us all going.

Your sponsorship of **Artfest** will underwrite this unique and meaningful celebration and support The Umbrella's ongoing commitment to the arts in your community.

**GALA COMMITTEE
CHAIRS**

Ellen McHale

Gail Burr

GALA COMMITTEE

Suzanne Broxson

Joan Freeman

Liz Gross

Julie Hagan

Mary Ellen Harney

Mary Hull

Lydia Rheinfrank

Debra Rutter

Priscilla White Sturges

Deborah Yamin

ARTFEST APRIL 24-MAY 16
featuring

APRIL 24

Earth Day outdoors at The Umbrella! Make an earth float to celebrate this year's theme, Air, while you listen to a musical performance highlighting the power of the human voice.

APRIL 25

Art Walk opens! A month-long outdoor public art exhibit in and around Concord.

MAY 1

The **Art Auction** opens at The Umbrella Gallery and online! VIP access for Sponsors and guests.

MAY 1, 2, 8, & 9

Open Studios breaks ground on The Umbrella front lawn. Exhibits from many of our amazing studio artists over two weekends.

MAY 8

The **Umbrella Stage Company** premieres its first ever full-length virtual musical! Sponsors receive exclusive access and a VIP viewing experience.

MAY 15

The **Virtual Gala**, exclusive for Sponsors and guests! An online evening of thanks, music, and celebration. Place your final auction bids and gather with friends across our arts community.

MAY 16

"Here Comes the Sun" – the culmination of a multimedia art installation featuring community-made origami doves at The Umbrella.

... and more!



FAQs.....

What is Artfest? Artfest is a multi-week Umbrella arts festival, running April 24 – May 16, featuring both virtual and safe, in-person events.

Where is Artfest? Artfest activities will be held online, at The Umbrella at 40 Stow Street, and in and around Concord.

How are you managing in-person events? Attendance at all in-person events will be limited and will adhere to state guidelines. Guests must register in advance for timed entries. Safety protocols and social distancing guidelines will be enforced.

How is Artfest this year's Umbrella Gala? Sponsors and their guests will receive exclusive VIP benefits including early registration for festival events as well as access to exclusive Sponsor events and resources.

What does my sponsorship support? The Gala has always been The Umbrella's single largest fundraising event of the year. This year, your Artfest Sponsorship provides crucial support and enables The Umbrella to continue to provide arts experiences to our entire community.

How do I sign up for Artfest? There are three ways to confirm your Artfest Sponsorship:

- Return the enclosed form to The Umbrella.
- Register online. Further details and registration instructions are available at www.theumbrellaarts.org/artfest.
- Contact Bridget Doherty at bridget@theumbrellaarts.org to register or with any questions you may have.

We encourage you to download **The Umbrella Artfest App** for up-to-date festival news and events. Links and instructions will be made available on our website when the app goes live in April. All Sponsors will be provided with a login and instructions for using the Artfest App.

What is a sponsorship "household"? We understand that in these extraordinary times we are, more than ever, sharing experiences together as families. For the purpose of ticketed events or benefits, a household will consist of two adults. Virtual events can be enjoyed by the whole family. It is our pleasure to additionally provide our Artfest Gala patrons with a Kidsfest guide including access to educational resources.

SPONSOR LEVELS & BENEFITS

ARTFEST FRIEND - \$1,000 SPONSORSHIP

- VIP Access and Benefits for one household
- Recognition in Artfest Sponsor Listings
- Access to VIP reservations for the Art Auction
- VIP login for Opening Night of The Umbrella Stage Company's virtual musical
- VIP access for the Virtual Gala, a gift box, and dedication dove
- A Hero pass

ARTFEST PARTNER - \$2,500 SPONSORSHIP

- VIP Access and Benefits for two households
- Recognition in Artfest Sponsor Listings and during the Virtual Gala
- Access to VIP reservations for the Art Auction and Open Studios
- VIP logins and an exclusive dinner package for Opening Night of The Umbrella Stage Company's virtual musical
- VIP access for the Virtual Gala, gift boxes, and dedication doves
- A Hero Pass for you and your guests, as well as one Hero Pass to gift to a hero in your life

ARTFEST CREATOR - \$5,000 SPONSORSHIP

- VIP Access and Benefits for three households
- Recognition in Artfest Sponsor Listings and during the Virtual Gala
- Access to VIP reservations for the Art Auction and Open Studios
- Invitation to an exclusive behind-the-scenes virtual visit with our production in rehearsal
- VIP logins and an exclusive dinner package for Opening Night of The Umbrella Stage Company's virtual musical
- VIP access for the Virtual Gala, gift boxes, and dedication doves
- A Hero Pass for you and your guests, as well as two Hero Passes to gift to the heroes in your life

ARTFEST CHAMPION - \$10,000 SPONSORSHIP

- VIP Access and Benefits for four households
- Recognition in Artfest Sponsor Listings, digital platforms, and during the Virtual Gala
- Access to VIP reservations for all Artfest Events
- Invitation to an exclusive behind-the-scenes virtual visit with our production in rehearsal
- VIP logins and an exclusive dinner package for Opening Night of The Umbrella Stage Company's virtual musical
- VIP logins for the Virtual Gala, gift boxes, and dedication doves
- A Hero Pass for you and your guests, as well as three Hero Passes to gift to the heroes in your life
- The ability to name your sponsorship in support of one of Artfest's programs or events and be recognized in coordination with that event or artwork

ARTFEST HERO - \$25,000 SPONSORSHIP

- VIP Access and Benefits for five households
- Recognition in Artfest Sponsor Listings, digital platforms, and live recognition during the Virtual Gala
- VIP reservations for all Artfest Events and a private gallery tour of the Art Auction
- Invitation to an exclusive behind-the-scenes virtual visit with our production in rehearsal
- VIP logins and an exclusive dinner package for Opening Night of The Umbrella Stage Company's virtual musical
- VIP logins for the Virtual Gala, gift boxes, and dedication doves
- A Hero Pass for you and your guests, as well as four Hero Passes to gift to the heroes in your life
- The ability to name your sponsorship in support of one of Artfest's programs or events and be recognized in coordination with that event or artwork

All benefits are included for your household and guest household(s), where applicable.

THE ELIZABETH COCHARY GROSS STEWARDSHIP OF THE ARTS AWARD

Each year, The Umbrella is proud to recognize a champion of the arts, someone whose leadership and advocacy has had a profound impact on our community. Over this past year we have seen bravery in every moment and heroes every day. The members of our community – our essential workers, teachers, parents, students, seniors, artists, and business owners – have been our inspiration. We are awed by the creativity that has been unearthed throughout these challenging times. And we are grateful for the ways we have all turned to the arts to get us through. Every member of our community is a true steward of the arts. And this year we recognize you.

THE ARTFEST HERO PASS!

Each Hero identified by a sponsor will be provided with an Artfest package that includes the following:

- A Hero Pass providing the holder with access to partner discounts and special offers
- A Dedication Dove to contribute to the "Here Comes the Sun" Art Installation
- An official Artfest t-shirt
- VIP access to Artfest events, the Art Auction, and VIP login for Opening Night of The Umbrella Stage Company's virtual musical

OUR MISSION

The Umbrella enriches lives and builds a vibrant and inclusive community through the arts.

We promote creativity, learning, personal growth, and cultural exchange through accessible arts education programs, performing and visual arts presentations, and community collaborations.



THE UMBRELLA
DISCOVER YOUR ARTS

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