

# SKYLINE

A presentation by LERATA

March 10–19, 2016

(Preview February 11, 2016)



Los Angeles' Annual, Free, Ten-Day, Architecture, Visual Arts and Technology Event

Melissa Urcan, President/CEO, LERATA

(213)761-8061

[urcan@lerata.org](mailto:urcan@lerata.org)

[www.lerata.org](http://www.lerata.org)

## Introduction

**SKYLINE** is a free, ten-day, biannual architecture, art and technology event that showcases site specific, future-forward, interactive installations that embrace Los Angeles' ever-evolving cultural landscape. During **SKYLINE**, architects, designers and artists transform historic, hidden spaces within downtown Los Angeles into a unique experiential event for visitors and locals alike.

The 2016 **SKYLINE** presentation will consist of 10+ installations crossing many distinct districts in downtown Los Angeles, including the Historic District, Fashion District, Arts District, and Broadway District. **SKYLINE** aims to engage and educate the viewer through interventions specifically designed for individual sites. This results in an experience that draws attention to the architectural past, while providing a fresh, contemporary perspective.

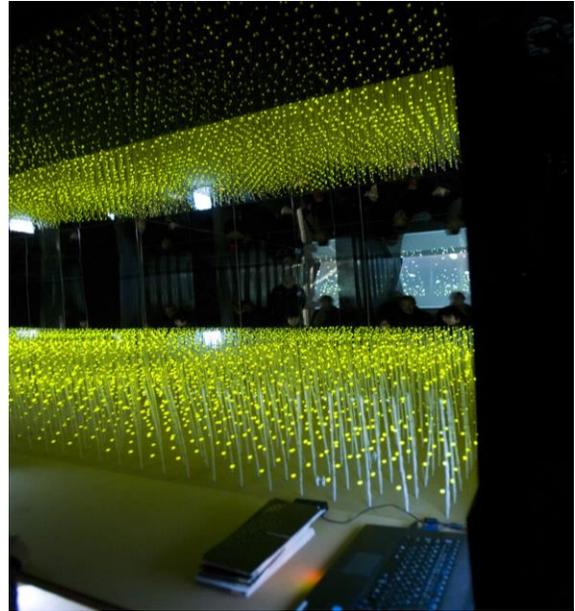
**SKYLINE** exhibition spaces include unseen, unused, or underutilized locales in downtown Los Angeles. Sites selected showcase rooftops, private courtyards and lobbies, empty buildings and storefronts, and other unique architectural places that are often inaccessible to the public. These historic sites are easily walked by unnoticed, literally hidden from view, waiting to be exposed during **SKYLINE**. Uncovering these spaces via a self-guided walking discovery tour of downtown Los Angeles, combined with site-specific contemporary art and architecture interventions, exemplifies the **SKYLINE** experience.



Tiffany Lin + Mark Oldham, *Lateral Loop*, 2009 DesCours; project sited in the Cabildo Louisiana State Museum portico.

As a nighttime event, **SKYLINE** entices crowds to downtown districts where transformation is most needed. This event also incorporates Los Angeles sounds as local select musicians and DJs will alternate site specific performances within the installations. These sound sets provide another level of entertainment and further opportunity for audience engagement, helping to draw new and diverse crowds to the installation sites.

Cultural events are a proven method to reinvigorate and enliven urban centers; and nighttime events encourage downtown workers to stay, and others to venture out to downtown after work hours. These activities are directly related to increases in the economy within the places in which they are held. **SKYLINE** aims to be a first class cultural event that educates the public about distinguished Los Angeles architectural districts previously unseen, while providing a cutting-edge contemporary art, technology and architecture experience.



Hirooyuki Futai + EP3, Musahino University, Japan  
*Photon Garden*. 2009 DesCours; project sited within a storage container parked in a private, historic Midcentury modern building in New Orleans.

As sites for **SKYLINE** will be located throughout downtown - spanning nearly 80 city blocks - the event is also about exploration, and the journey of discovering the spaces in between. These projects draw visitors through districts, enlivening parts of the city that are less traveled at night. As a free, public event, **SKYLINE** also provides broad access into these unique private spaces to view the installations – access likely not granted any other time. Through experiential means, **SKYLINE** offers visitors a new way of seeing what has been there for decades.



Travis Bost, *HYDROFIELD*. 2011 DesCours.; project was sited in a closed - to be developed - Midcentury car showroom.

# Executive Summary

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**SKYLINE** - Los Angeles' Annual, Free, Ten-Day Architecture, Visual Arts, and Entertainment Event.

**DATES:** February 11, 2016 – **SKYLINE** Preview (in partnership with DTLA ArtWalk and Brookfield)  
March 9, 2016 – **SKYLINE** Press Event (Morning) **SKYLINE** VIP Event (Evening)  
March 10 - 19, 2016 – **SKYLINE** Event Dates  
March 12, 2016 – **SKYLINE** Symposium (Featuring many Architect and Artist participants – we hope all participants can attend the VIP event and symposium).  
(Additional lectures at partnering universities and institutions are in development.)

**LOCATION(S):** The 2016 **SKYLINE** event will include 10+ unique architecture sites filled with contemporary art and architecture installations created by local and internationally recognized artists, architects, and designers. Site locations include private rooftops, empty buildings, historical landmarks, and building lobbies in downtown Los Angeles. Many downtown districts will be highlighted including the Historic District, Fashion District, Arts District, and Broadway District.

**ATTENDANCE:** Projected attendance is estimated between 35,000 and 45,000 people over the course of the event. This figure is based on prior LERATA city-wide events attendance numbers, and includes expected growth due to greatly increased marketing and awareness efforts for the **SKYLINE** program, and cross-promotional efforts with ongoing downtown arts programming.

**PRESENTED BY:** LERATA (Laboratory for Experimentation and Research in Art, Technology and Architecture). The mission of this non-profit organization is to provide a platform for experimentation and research in the fields of art, technology and architecture, and to foster collaboration for the purpose of discovery and advancements in these fields. LERATA aims to provide the public with the opportunity to experience and learn about these advancements via public exhibitions, lectures, and other interactive educational means to develop a broader understanding of these collaborative explorations. This includes engaging the public in an ongoing discussion of the impact and importance of this work in society today, and its implications for the future. [www.lerata.org](http://www.lerata.org)

**COST:** FREE and open to the general public.

**ATTRACTIONS:** Nightly, changing entertainment by local musicians and DJs in conjunction with the exhibitions. A variety of special events including a Preview event, VIP/Press event and party, Opening Night party (held in partnership with Downtown LA Art Walk) and Closing Night special event.

**EXTRAS:** Partnerships with numerous local organizations and businesses for further exposure and collaboration including:

- The City of Los Angeles and Department of Cultural Affairs.
- Los Angeles Tourism and Convention Board.
- Local transit authority (METRO), with a focus on developing sustainable means and maps for travel to the exhibitions sites.
- Partnership with an Official Hotel to provide visitors with discounted room rates.
- Partnership with DTLA ArtWalk
- Partnership with numerous local, national and international publications to provide excellent cross promotion and exposure opportunities.

# Why Sponsor **SKYLINE**?

## AN EVENT WITH FLAIR

Imagine thousands of architecture, art, and music enthusiasts converging on downtown Los Angeles to interact with transformed architectural spaces alfresco during **SKYLINE**. Downtown Los Angeles districts will be filled with fascinating sights and sounds as designers, artists, architects, and musicians take part in the ten-day celebration. Many of the world's best architects and artists – including at least five local teams - will be installing works downtown, creating gorgeous blends of light, texture, interactivity, sound and shape within spaces usually not open or obvious to the public.



Florian Tuercke (urban audio) + Rene Rissland (eyland 07) – *outside > in* - DesCours 2011 – installed at the currently closed Lighthouse building in the arts district of New Orleans.

## PROVIDING ONE-OF-A-KIND ART AND DESIGN FOR THE (DISCRIMINATING) MASSES

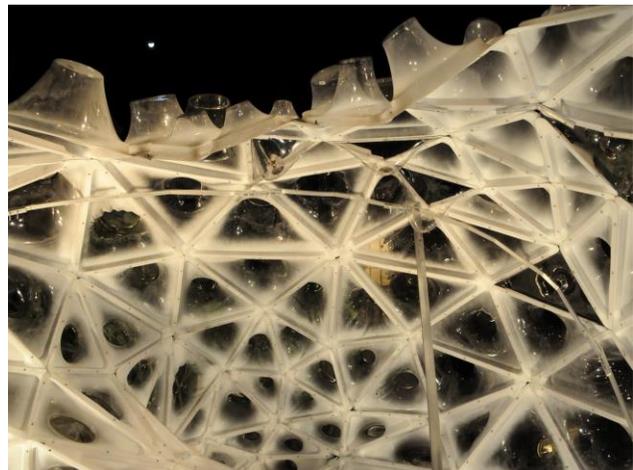
Art enthusiasts to the simply curious will enjoy a unique exhibition experience that engages and interacts with the public. The award-winning, internationally recognized artists and architects are being individually invited and also selected from a large pool of local applicants to create works within this unique environment. Architects working in a temporal mode are allowed to experiment with ideas, materials, and methods in ways otherwise not possible without events like **SKYLINE**. Large three-dimensional installations allow visitors to move within and about works, which for **SKYLINE** are specifically sited within historical frameworks, to experience and learn from the past and present environments. The art and architecture installations currently in production are certain to provide awe inspiring reactions from even the most discriminating art critics.



Eric Howeler + Meejin Yoon. Boston, MA – *Hover* – DesCours 2007 – sited in a private French Quarter courtyard.

## BOOSTING THE CULTURAL ECONOMY

From art to architecture, Los Angeles can take claim to amazing cultural experiences. Utilizing cultural events and activities can greatly strengthen economic drivers in the cities in which they are held. **SKYLINE** will illustrate how downtown Los Angeles can gain increased livability ratings, consumer awareness and broad-based business appeal. This event will also show the history and heritage of Los Angeles architecture in an entirely new light. Highlighting art and design in these unique spaces helps to elevate the perception of these districts to that of a rich, multi-layered, cultural destination to both visit and live. This event will continue to drive locals and tourists alike to one of the most beautiful and historic inner-city districts in the country, thus boosting revenues of individual businesses and the overall economy of the city.



Gernot Richter, Atlanta, GA – *Intense Correlations* – DesCours 2010 – installed in a private French Quarter courtyard.

## OUR COMMUNITY AND VOLUNTEER SUPPORT IS OUTSTANDING

One of the most important elements in the success of **SKYLINE** is the strong show of support from the community. Numerous individuals in the community, including business owners, civic leaders, and volunteers have joined to help make **SKYLINE** a reality. **SKYLINE**'s event management team of award-winning staff and seasoned volunteers work diligently to ensure the entire event runs smoothly. Local universities, civic organizations, businesses and residents have offered their time and resources for the exhibition during the ten-day operation. As **SKYLINE** is a free gift to the community, it greatly relies on the generous contributions of its sponsors, and volunteer work of its supporters.



DJ Quintron playing live set to Hideyuki Ando + Tetsutoshi Tabata + Junji Watanabe - *Saccade-based Display* held in the American Bank Building, New Orleans, DesCours 2009

## A SOLID ORGANIZATIONAL MISSION

LERATA, a non-profit organization, produces events, large and small, every year to educate and inform the public as concerns the present potential and future possibilities of art and architecture practice. As the producer of **SKYLINE**, LERATA relies heavily on individual, corporate, and foundation contributions to maintain the quality and diversity of art and architecture in this event while keeping it FREE to the public. **Sponsors can be assured that their entire donation goes directly back to the architects, artists, and musicians for the creation and production of this event that ultimately benefits the entire community.** LERATA is proud to assist in making Los Angeles a better place to work, live and visit through the support of initiatives that continue improvement efforts in the downtown, and the entire Metro Los Angeles area.



Allison Kudla + Ryan Wolfe, Seattle, WA - 2009 DesCours – project sited in the courtyard of the New Orleans Pharmacy Museum – the first pharmacy opened in the United States.

## EDUCATING THE PUBLIC ABOUT HISTORIC ARCHITECTURE AND CONTEMPORARY ART AND DESIGN PRACTICE

LERATA will introduce a **SKYLINE** tours program to enhance the educational component of the overall event. These tours are led by either the Curator, or conducted by the architects and artists themselves. LERATA aims to pair live, educational tours with digital podcast tours that will be guided by the curators and creators of the installations, and enhanced by Historic Preservationists and research architects who can further expand upon the historical components of the **SKYLINE** experience. Both tour programs aim to highlight the impressive architectural history and events of the **SKYLINE** sites, while educating visitors about contemporary architecture and practice.



New Orleans Architecture Now Exhibit – New Orleans – 2011 – held in the historic Richard F. Taylor Library designed by Henry Hobson Richardson.

# Sponsorship Highlights

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## MARKETING HIGHLIGHTS

Downtown Los Angeles will come alive with incredible art and architecture installations, and resonate with exciting and innovative music during **SKYLINE**. During this event, and for two-months prior, we will provide our corporate and organization partners with the opportunity to put your image or message – and your product if applicable– directly into the hands of hundreds of thousands of potential customers. We've found that creating an experience around your product or message really hits home. For our organizational partners, your support of **SKYLINE** will help to further your cause. Depending on your level of sponsorship, your company or organization may benefit from many of the following event-related promotions:

VIP Party Passes and access  
Availability to host private events  
Use of event logo in product promotion  
Retail/trade promotion

High traffic locations within an extensive area (80 city blocks)  
Multiple locations to direct message  
High visibility signage  
Hospitality area



Foreground: Khoury Levit Fong + Nashid Nabian ; Background: AEDS Digit-all Studio – SW1 - 2008 DesCours. Both projects were held in Merchant's Alley in New Orleans – a historic thoroughfare that had long been closed to the public.

## MAKE AN IMPRESSION

Your advertising and/or organizational message will be seen during the **SKYLINE** promotional period in a variety of methods depending upon your level of involvement. We're targeting national and local individuals and family audiences who are actively interested and involved in cultural activities of art, architecture and music; these 'cultural tourists' are known to spend more than the average visitor. This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service, or further your organization's cause.

Print promotion  
TV spots  
Cable TV spots  
Radio spots  
Website  
Podcasts

Brochures  
Flyers  
Program guide  
Live radio remotes  
Live Guided Educational Tours

# Sponsor Options

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## CO-PRESENTING SPONSOR \$50,000 Investment (1)

LERATA is offering a Co-Presenting Sponsor opportunity for **SKYLINE**. Enjoy the highest level of visibility throughout the event, and be prominently recognized for supporting Los Angeles' newest art and architecture event. The **SKYLINE** Co-Presenting Sponsor will be offered premiere exposure to tens of thousands of patrons who attend, in addition to the more than half-million households reached through advertising and public relations efforts. "**SKYLINE** presented by LERATA and Sponsor".

## OFFICIAL SPONSOR \$17,500 Investment (3) 2 Remaining

As an official Product or Service or Organizational Supporter of **SKYLINE**, your product or message will be strongly associated with our marketing and promotional efforts. Exclusive product association is granted at this sponsorship level and your product, service, or message will be mentioned in advertising as the "Official Product" or "Official Partner" of **SKYLINE**. Sponsors are also afforded the opportunity to include this "official" status in their own marketing and advertising efforts. Official Sponsorship status is awarded to any specific sponsorship with an investment at the above level.

## ~~SKYLINE CENTRAL SPONSOR \$7500 (1) SOLD OUT~~

Be the center of attention by sponsoring our '**SKYLINE** Central' location. This sites act as the headquarters for **SKYLINE** in a distinct and central downtown Los Angeles locale. As this site will also house a unique art and architecture installation, you are guaranteed to receive maximum sponsorship exposure. Aside from being prominently marked on the event guides, maps, and other marketing materials, these sites are the premier places to receive information about the **SKYLINE** event making them highly visible. As the sponsor of **SKYLINE** Central locations, your name will be listed prominently at the entrance and within the respective sites, and on all marketing materials related to the **SKYLINE** Central sites.

## MOBILE INSTALLATION SITE \$6500 Investment (1)

All **SKYLINE** installations are dynamic, but only one will truly move as we add a mobile design, interior architecture and/or art site to **SKYLINE**. This unique installation method will travel throughout the city and sites of **SKYLINE** creating a temporal and ephemeral art experience. Acting as a traveling advertisement for its sponsor, this is a unique way to engage with the citizens of, and visitors to Los Angeles.

## DOWNTOWN INSTALLATION SPONSOR \$5,000 Investment (11)

Your sponsorship goes directly towards funding one downtown installation. These installations are created by top-name, internationally recognized artists and architects. Sponsorship of the installations provides outstanding visibility, as over the course of the ten-day event, programming will continue to occur within and around the installation sites.

## VIP EVENT \$5000 Investment (2)

Your sponsorship includes: Co-presenting sponsor of the opening night, invite-only event for media outlets, sponsors, artists, and other friends of **SKYLINE**. Your (sponsor) name will be in front of 400+ VIPs over the course of the night. VIP/Preview event sponsorship includes on site recognition by event director, city and state officials.

**If you are interested in sponsoring some aspect of SKYLINE that is not listed here, simply call (213) 761-8061 or email us at [info@lerata.org](mailto:info@lerata.org). We pride ourselves in creating packages that work for every donor's needs.**

# Sponsor Options Continued...

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## **PREVIEW EVENT \$3500 Investment (2)**

This year **SKYLINE** is adding a signature preview event in November, 2015. This addition to the **SKYLINE** program will create a premier one-night arts extravaganza/VIP party experience. Aside from reaching tens-of-thousands art and design enthusiasts, this event includes a special preview of an installation that will be presented in partnership with Temporary Space LA, and be reinstalled during the **SKYLINE** event in downtown Los Angeles.

## **SYMPOSIUM SPONSORSHIP \$3500 Investment (2)**

As numerous local and visiting architecture and art talent will be visiting and working in downtown Los Angeles, it is only fitting that our program includes a symposium that includes a public dialogue. We will be hosting this event at one of our partnering universities and highlighting the new methodologies, technologies, and fabrication methods utilized for the work shown. A special 'star' guest from the design field will act as moderator. This program will be provided free and open to the public for the highest visibility possible for our sponsors.

## **VOLUNTEER PROGRAM \$3,000 Investment (1)**

Your company name would be associated with a fantastic volunteer program consisting of over 100 volunteers. Your logo will be on all volunteer related shirts and materials, with prominent recognition before, during and after the event as volunteers help to set up, run, and dismantle the **SKYLINE** event.

## **GUIDED TOURS PROGRAM \$3000 Investment (1)**

For the 2016 **SKYLINE** presentation, we are developing self-guided tours that include a curatorial description of the architecture and works within **SKYLINE**, as well as explanations from the architects and artists themselves. In sponsoring these tours, your name will be prominently stated before the beginning of each tour, directly reaching hundreds of engaged visitors of **SKYLINE**.

## **SKYLINE SMART PHONE APPLICATION \$3000 Investment (2)**

The 2016 **SKYLINE** presentation will include the development of smart phone application, for use on Iphone and Android phones, to provide a deeper level of engagement with our audiences. This application will not only act as a mobile guide for the event from year to year, but it will also provide multi-layered content including historical information about the **SKYLINE** sites, educational information about the downtown districts, and extended information about the installations, including process imagery, explanations by the participants and more. Your sponsorship will be prominent at the load start of the app.

## **SKYLINE MUSICIANS SPONSOR \$2,500 Investment (4)**

Local musicians are currently being paired with architects and artists as part of an interactive and changing component of the ten-day event. This funding allows local musicians to be supported for this event. Funding of the musicians will allow for continued and prime exposure in different locals during the course of the event. This sponsorship includes funding for two separate musical performances held at different locations for maximum sponsorship exposure.

## **FRIENDS OF SKYLINE \$1500 Investment**

This is a great way to show your support for the overall **SKYLINE** event. This sponsorship goes towards the overall programming.

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# At a Glance Benefits

Sponsorship Benefit Opportunities	Co-Presenting Sponsor \$50,000.00	Official Product or Service Sponsor \$17,500.00	SKYLINE Central Sponsor \$7,500.00	Mobile Installation Sponsor \$6500.00	Downtown Installation Sponsor \$5,000.00	VIP Event Sponsor \$5000.00
SKYLINE Presented by LERATA and ... (naming rights)	Logo					
Official Product or Service Sponsor	Logo	Logo				
Logo on Exclusive Site Signage	Logo (all)	Logo (all)	Logo (one)	Logo (one)		
Exclusivity	Yes	Yes	Yes	Yes	Yes	Yes
Naming Right for Element	Co-Presenting					Co-Presenting
Radio Spots to Feature	Name	Name	Name	Name	Name	
Recognition at All Entry Points	Logo	Logo	Logo	Logo	Logo	
Master of Ceremonies Announcements	Opening Party	Opening Party	Opening Party	Opening Party	Opening Party	Opening Party
Press Releases	Yes	Yes	Yes	Yes	Yes	Yes
Print Promotion	Logo	Logo	Logo	Logo	Logo	Logo
Promotional Brochure	Logo	Logo	Logo	Logo	Logo	Logo
Advertising Poster	Logo	Logo	Logo	Logo	Logo	Logo
Official Event Program Guide	1/4	1/4	1/8	1/8	1/8	1/8
Special Event Signage	Yes	Yes	Yes	Yes	Yes	Yes
Web Site Presence	Logo	Logo	Logo	Logo	Logo	Logo
Opening Night Party VIP Passes	30	20	10	10	10	10
Mention on Tours	Name	Name				

## At a Glance Benefits Continued...

Sponsorship Benefit Opportunities	Preview Event Sponsor \$3,500.00	Symposium Sponsorship \$3,500.00	Volunteer Program Sponsor \$3,000.00	Guided Tours Program Sponsor \$3,000.00	Smartphone Application Sponsor \$3,000.00	SKYLINE Musicians Sponsor \$2,500.00	Friends of SKYLINE Sponsor \$1,500.00
Logo on Exclusive Site Signage	Logo (all)	Logo (all)			Logo	Name	
Exclusivity			Yes	Yes			
Naming Right for Element	Co-Presenting			Co-Presenting			
Radio Spots to Feature							
Recognition at All Entry Points							
Master of Ceremonies Announcements	Preview Party	Opening Party	Opening Party	Opening Party			
Press Releases	Yes	Yes	Yes	Yes	Yes	Yes	
Print Promotion	Name	Name	Name	Name	Name	Name	
Promotional Brochure	Logo	Logo	Logo	Logo	Logo	Name	Name
Advertising Poster	Logo	Logo	Logo	Name			
Official Event Program Guide	Logo	Logo	Logo	Logo	Name	Name	Name
Special Event Signage	Yes	Yes	Yes	Yes	Yes		
Web Site Presence	Logo	Logo	Logo	Logo	Logo	Logo	Name
Opening Night Party VIP Passes	8	8	6	6	6	4	2

# Benefits Detail

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The following is a list of benefits available to **SKYLINE** Sponsors; please consult the Benefits at a Glance page to see which benefits are included at the different levels offered.

## Advertising

### Radio

- Broad cross-section of paid and promotional radio support.
- \$30,000 in promotional support.

### Print/Online

- Local Advertisements planned for *Los Angeles Magazine*, *The LA Weekly*, *The Los Angeles Times*, and numerous LA online blogs promoting the event.
- National Advertisements in *The New York Times*, *Metropolis*, *Art Papers*, *Modern*, and more. \$25,000+ print media purchase, plus \$90,000 promotional support.

### Web Sites

- Listing on LERATA web page, and links at certain levels of sponsorship.
- Listing on **SKYLINE** event page.

### Press Releases

- Sponsor mention in press releases relating to your involvement.

## Printed Material

### Promotional Poster

- 500 posters distributed throughout Greater Los Angeles Metro area.

### Promotional Postcard

- 10,000 postcards distributed throughout Greater Los Angeles Metro area.

### Official Event Program/Guide

- Logo/listings in the Official Program/Guide, a full color publication listing all artists and entertainers for the event, and showing all locations for **SKYLINE** exhibitions, 30,000 printed.

### Invitations

- Recognition in the invitation for the VIP opening party and press event, 500 printed.

### Volunteer T-shirts

- 100 count worn by volunteers working during the event with name or logo.

## On Site Recognition

### Banners (depending upon level)

- At sponsored location
- At event entrances
- At Preview Event
- At VIP Party
- At Opening Event
- At Closing Event
- In windows/on buildings/in walkways as appropriate to installation sites and guiding signage
- During other special events

### Master of Ceremonies Announcements

- Recognition from stage(s) MCs during special events.

### Tabletop Signage

- Name and Logo recognition on tabletop signage at special events.

## Additional Benefits

### Exclusivity

- Your company will have exclusivity among competitors at certain levels of sponsorship.

### Email Promotions

- Recognition in numerous, targeted email promotions sent directly to 100,000+ people directly involved or interested in arts, architecture, design, and other cultural events and activities.

### VIP Opening Night Party

- A chance for business-to-business networking with prime viewing location, food and drinks.

### Press Event

- Invitation to and recognition at press event with special speakers, artists, and media.

### Architect/Artists Recognition Package

- Logo/listings in Artists Guides and Volunteer Handbooks, Newsletters, and Exit Surveys.
- Verbal recognition at Artist Reception.

# How to Become a Sponsor

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To become a sponsor, or for more information, please fill out the enclosed form and email to Melissa Urcan at [urcan@lerata.org](mailto:urcan@lerata.org). You can pay by credit card, check or money order. Please see below for more information.

LEVEL OF SPONSORSHIP (as listed above) \_\_\_\_\_

COMPANY NAME (as it will be listed on materials)

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CONTACT NAME \_\_\_\_\_

BILLING CONTACT NAME (if different from above) \_\_\_\_\_

BILLING ADDRESS/CITY/STATE/ZIP \_\_\_\_\_

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EMAIL(S) \_\_\_\_\_

PHONE(S) \_\_\_\_\_ FAX \_\_\_\_\_

To pay by Check/Money Order (payable to: "LERATA"), please fill out the form above, and mail payment and form to:

**LERATA**  
**P.O. Box 75483**  
**Los Angeles, CA 90070**

To pay by credit card, you can fill out the form and email to Melissa Urcan at [urcan@lerata.org](mailto:urcan@lerata.org) or call directly (213) 761-8061.

For additional information about any of the **SKYLINE** Sponsorship Opportunities, or to learn more about LERATA, please contact Melissa Urcan, President/CEO, at (213) 761-8061 or [urcan@lerata.org](mailto:urcan@lerata.org).

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