



CENTRAL MISSOURI CELTIC ARTS ASSOCIATION

www.moceltic.org

August 2007

Dear mid-Missouri Business Leader,

Central Missouri Celtic Arts Association is presenting a terrific 10-concert series for 2007-2008 with a wonderful array of Celtic musicians. This is the most ambitious concert series we have presented since our inception in 2001 and we're very excited to bring this great music to Columbia. We are offering sponsorship opportunities to local businesses that we feel are a great fit with our purpose and audience.

For six years, we have been a self-sustaining organization, receiving only a small amount of outside support from City of Columbia small project grants and occasional small sponsorships for individual concerts. This is the first time we have sought sponsors for our entire concert series.

Following is the almost-complete concert lineup for 2007-2008

September 2 – Different Drums of Ireland
October 2 – Beppe Gambetta
October 12 – Matt and Shannon Heaton (concert followed by ceili dance)
November 17 – Gan Bua
December 1 – Paddy Keenan and John Walsh
January 11 & 12 – Turlach Boylan and Jen Hamel (ceili dance and concert)
February 22 – Brock McGuire Band
March 15 – TBC
April 3 – Len Graham
April 26 – TBC

We are still in the process of negotiating with performers for our spring concerts. Folk musicians tend not to book as far out into the future as performers in other genres, so it is an ongoing process.

Please consider supporting this all-volunteer, grass-roots organization. We aspire to enrich our community by adding to the wonderful diversity of cultural activities we have available.

Thank you for your time and consideration,

Kate Akers
Board President
573-442-2048 kakers@moceltic.org
573-442-2049



CENTRAL MISSOURI CELTIC ARTS ASSOCIATION

www.moceltic.org

Who are we?

Central Missouri Celtic Arts Association is a 501(c)3 nonprofit organization fostering participation and interest in the music, dance, language and culture of Ireland, Scotland, Wales and immigrant-America in a fun, social environment. We are not affiliated with any political or religious institution. We present positive, peaceful events that celebrate Celtic culture and heritage.

Our programs include...

- Presenting concerts with international and national artists.
- Hosting summer artists-in-residence who teach Irish music, dance and language for adults and children.
- Offering year-round classes and weekly informal Irish music jam sessions for adults and youth
- Hosting a monthly céilí (participatory evening of Irish and Scottish social dancing and live music) open to persons of all ages and ability levels.
- Actively engaging in outreach activities such as bringing visiting musicians into schools for assemblies, demonstrations and world culture days.
- Performing music and dance for community events such as Twilight Festival, Art in the Park and the annual Columbia Volunteers Reception.

About our concerts

We present high-quality traditional folk music concerts with artists from Ireland, Scotland, Canada and the U.S.

Concert attendance averages about 60 people per event, with as many as 160 at some shows.

We keep admission fees low to make our concerts accessible to a wide audience. Admission is usually \$10 for adults, \$5 students/seniors and free for kids 12 & under.

We typically give 30 free passes to each of the Hickman and Rock Bridge music programs for teachers to distribute to students.



Irish traditional band Teada plays for kids at Lee Elementary, Feb. 2003.



Participants in our summer "Irish Arts Camp" learn about the harp and many other folk instruments.



Summer Artist-in-residence Helen Gubbins (from Limerick) teaches an accordion class.



CENTRAL MISSOURI CELTIC ARTS ASSOCIATION

www.moceltic.org

Characteristics that describe our audience members

- Predominantly people over 35, but we strive to bring in young people
- Mainly come from mid-Missouri but we occasionally have visitors from St. Louis and Kansas City at our shows.
- Tend to be socially conscious, community-minded, eco-friendly folk
- Open to new experiences, enjoy trying something new
- Interested in European culture
- Experienced world travelers
- Passionate about music; many are musicians

Ways we promote our concerts and activities

- Monthly (sometimes bi-monthly) e-mail newsletter with more than 850 subscribers, mainly from Columbia, but some from other parts of the state.
- Flyers/posters distributed throughout Columbia and to select locations in Fulton, Jefferson City, Boonville and Kirksville (typically print 500 flyers per concert)
- Tribune Go! and Ovation calendars, VOX calendar, KBIA, KOMU, KMIZ, and CAT3 TV community calendars. Also listed on www.comomusic.com, www.iheartcolumbia.com
- Announced during KOPN folk radio shows with special promos during “Strike the Gay Harp” (Celtic music show) on Sundays 3 – 5 p.m.
- Flyers and free tickets distributed to high school music programs
- Announcements at related folk events such as contra dances and folk concerts

Looking ahead

Community support is essential to the success of nonprofit arts organizations such as ours. Business sponsorships are tangible endorsements of community approval of the programs offered. By seeking sponsors for our concerts and dances, we hope to raise the local profile and community awareness of CMCAA while continuing to bring world renowned artists to perform and teach Celtic music and dance in Columbia.

We know there is a larger audience for Celtic music in mid-Missouri; our challenge and our goal is to inform them of our great music and dance events and entice them to come out and enjoy local live music.

We are very proud of the many ways CMCAA contributes to the cultural richness and diversity of mid-Missouri.



CENTRAL MISSOURI CELTIC ARTS ASSOCIATION

www.moceltic.org

2007-2008 Concert Series Sponsorship Opportunities

All business sponsorship levels include: recognition on our Web site with a link to the business; your business name/logo on our promotional display for info booths at Twilight Festival and other community events; verbal "thank you" by concert emcee and during radio promotions for upcoming events.

Angel Sponsor – \$2500+

- Sponsor name to appear on ALL print media (flyers, posters, programs, print ads)
- Sign or banner for your business hung in foyer of the concert venue (provided by you)
- Four complimentary tickets to each concert

Hotel Sponsor – house our musicians on the night of each performance

- Sponsor name to appear on ALL print media (flyers, posters, programs, print ads)
- Your hotel will be our suggested lodging for out-of-town attendees.
- Sign or banner for your business hung in foyer of the concert venue (provided by you)
- Two complimentary tickets to each concert

Patron Sponsor – \$500 - \$2500 or **in-kind** donation for donated services in support of our events such as advertising/promotion, printing services, meals for guest artists before/after concerts, & etc.

- Sponsor name, logo or ad to in all concert programs for the series
- Two complimentary tickets to each concert

Concert Sponsor – \$100-\$300 for the concert of your choice

- Sponsor name, logo or ad in the program for the concert you sponsor
- Two complimentary tickets to the concert you sponsor

Sustaining Member – individual, family or business who donates \$50 or more in addition to their annual membership dues

- Named on our web site in the list of sustaining members
- Two complimentary tickets to any one concert in the series
- Our sincere appreciation and a warm fuzzy feeling!

Custom Sponsorship – Do you have an idea we haven't covered above?

We would love to work with you! Please contact Kate Akers, 573-442-2048 or kakers@moceltic.org



CENTRAL MISSOURI CELTIC ARTS ASSOCIATION

www.moceltic.org

CONTRIBUTION FORM

Yes, I would like to support the CMCAA 2007-08 Concert Series

I wish to donate at the following level:

Hotel Sponsor
provide lodging for musicians for all concerts

Angel Sponsor
\$2500+

Patron Sponsor
\$500 - \$2500 or in-kind donation of services

Concert Sponsor
\$100 - \$300 per show of your choice.
For which concert(s)?

Sustaining member
\$50 - \$100 in addition to your annual membership

Annual membership dues:
\$8 students/seniors
\$12 individual
\$20 family
\$25 business

Business name: _____

Individual name: _____

Address: _____

City, State Zip: _____

Phone: _____

E-mail: _____

Web site: _____

May we add you to our mailing list? Yes No

Payment

At this time we can only accept payment by check. Please make checks payable to Central Missouri Celtic Arts Association.

Please mail this form with your remittance to:

Central MO Celtic Arts Assoc.
Kate Akers, Board chair
1411 Anthony St., Columbia MO 65201
(573) 442-2048 or kakers@moceltic.org

CMCAA is a nonprofit 501(c)3 tax-exempt public-benefit corporation. Contributions are tax deductible to the full extent allowed by the IRS, the State of Missouri and applicable state and federal tax laws.