



THE EVENT:

Offering a twist on the popularity of wine and food pairings, McColl Center for Visual Art has created a unique opportunity to indulge the full spectrum of the senses with its annual wine and art pairing event, Palate to Palette. On Saturday, October 24 from 7 to 10 pm, Palate to Palette 2009 will unite wine and art enthusiasts for a memorable evening that will fuse the tasting palates with the palettes of ten artists.

Presented by the Contemporaries, the Center's membership affiliate group, Palate to Palette 2009 will lead guests on a viewing and tasting journey of wine and art, exploring the nuances of complexity found in both a glass of wine and a work of art. As with food and wine pairings, success is built through complementary relationships and stark contrasts that create the perfect balance. Throughout the building, ten artists will be paired with a complementary wine, revealing a unique relationship. In addition to the pairing of wine and artist, the event also features delectable treats from exceptional local restaurants and live music, perfect for dancing.

THE AUDIENCE:

The Contemporaries of McColl Center for Visual Art are a vibrant, diverse group of art enthusiasts and artists whose events provide a lively, social avenue for exploration of contemporary art. Each member shares a desire to be an active participant of contemporary culture through intellectual stimulation combined with a seriously good party. Expected attendance at Palate to Palette 2009 is 250 of Charlotte's young and young at heart.

SPONSORSHIP OPPORTUNITIES AND BENEFITS

MAGNUM SPONSOR (Two available)

\$5,000 and above (\$500 in goods and services provided)

- 10 tickets to Palate to Palette
- Prominent and primary recognition as a "Presenting Sponsor" on the front of printed invitation.
- Prominent recognition as presenting Palate to Palette sponsor on signage during event.
- Recognition as presenting sponsor on mccollcenter.org with logo and link to business website if applicable.
- Recognition as presenting sponsor on ArtBuzz and ArtKnow for the month of October (McColl Center for Visual Art's monthly e-newsletters) with logo and link to business website if applicable. (E-newsletter mailing list contains approximately 5,500 addresses.)
- Tour of the McColl Center for Visual Art by Center staff

PALETTE SPONSOR (Five available)

\$1,000 and above (\$400 in goods and services provided)

- 8 tickets to Palate to Palette
- Prominent recognition on the back of printed invitation.
- Recognition as sponsor on signage during event.
- Recognition as sponsor on mccollcenter.org with logo and link to business website if applicable.
- Recognition as sponsor on ArtBuzz and ArtKnow for the month of October (McColl Center for Visual Art's monthly e-newsletters) E-newsletter mailing list contains approximately 5,500 addresses.)
- Tour of the McColl Center for Visual Art by Center staff

PALATE SPONSOR

\$500 (\$200 in goods and services provided)

- 4 tickets to the event
- Recognition of primary sponsorship of an artist/wine pairing station during event.
- Recognition as sponsor on mccollcenter.org

ARTIST IN RESIDENCE SPONSOR (Ten available)

\$250 (\$100 in goods and services provided)

- 2 tickets to the event
- Recognition as sponsor on mccollcenter.org
- Recognition as co-sponsorship of an artist/wine pairing station during event.

HUNGRY ARTIST SPONSOR

HUNGRY ARTIST SPONSORS are restaurants, cafés, caterers and other food vendors who provide food for one or more of the ten food stations located throughout the McColl Center during the event. HUNGRY ARTIST SPONSORS provide canapés, hors' d'oeuvres, or desserts in-kind for at least 200 persons at each station they sponsor. The Center will provide these sponsors with a tax receipt equal to the true market value of the goods donated to the event. These sponsorships are equivalent to the PALETTE SPONSOR in terms of benefits.

THIRSTY ARTIST SPONSORS

THIRSTY ARTIST SPONSORS are liquor companies or liquor, wine or beer distributors who provide tastings for one or more of the ten tasting stations next to the food stations located throughout the McColl Center during the event. THIRSTY ARTIST SPONSORS provide drinks in-kind for at least 200 persons at each station they sponsor. The Center will provide these sponsors with a tax receipt equal to the true market value of the goods donated to the event. These sponsorships are equivalent to the PALETTE SPONSOR in terms of benefits.

Palate to Palette 2009

Yes, count me in!

Signature: _____ Printed name: _____

Organization: _____

Address _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Company Web Site Address: _____

Sponsorship level: _____

Monetary Sponsorship Payment Instructions (circle one):

Option #1:

Pay by Check: Please make checks payable to McColl Center for Visual Art

Please return this completed form and a check to:

Sarah Lewis, McColl Center for Visual Art, 721 N. Tryon St., Charlotte, NC 28202

Option #2:

Pay by Credit Card: If paying by credit card, complete and FAX this sponsor form to: (704) 377-9808

Charge my: VISA Master Card American Express Discover

Credit Card #: _____ Expiration date: _____

Amount: _____

Option #3:

Bill me at the address above.

Sponsorship Through Donations of Food or Drink:

Description of donation:

How many servings:

Questions? Contact Sarah Lewis, 704.332.5535 ext. 21, or slewis@mccollcenter.org