

An Intimate Evening Celebrating The Arts



Applaud the Arts 2020

Theme: Starry Night | An Intimate Evening Celebrating the Arts
in Partnership with the Marion Theatre

October 8th 2020

This year, Applaud the Arts will be an all day affair at the Marion Theatre, culminating in our Evening Celebration at 6 pm.

Our main event is the film, *Loving Vincent*, the world's first fully painted feature film. *Loving Vincent* is an animated biographical drama film about the life of the painter Vincent van Gogh, and, in particular, about the circumstances of his death. Each of the film's 65,000 frames is an oil painting on canvas, created using the same techniques as Van Gogh by a team of 125 artists drawn from around the globe.

The film will be shown three times on **October 8th, at 11 am, 2 pm, and at the big event at 6 pm.**

The 11 am showing will be for members of the Culture Vultures, and MCA's and the Reilly's major donors and stakeholders. This event will be free for these groups, and the Marion Theatre will run the concession stand. MCA will provide a small token of affection to

these individuals as a show of appreciation for their ongoing support.

At 2 pm, we will have a matinee showing at \$10 per ticket. MCA will sell tickets through Network for Good in Groups of 2's and 4's. We will drive our artist members to this event. The Marion will run concessions.

Then, the big event begins at 6 pm. Guests will arrive at the Marion to be greeted by celebrity photographer Tammy Griffin, who will pose them in front of a huge version of VanGogh's "Starry Night", created from the Reilly's amazing 2019 show, "ArtRageous!" which was sponsored in part by a grant from MCA. Sunflowers will abound, and the festivities continue inside.

Each guest will receive a gift box full of tapas and small bites donated by our culinary partners. Always erring on the side of safety, these boxes will be prepared and packaged safely in each sponsor's restaurant kitchen, and handed to guests as they arrive. With a quick stop for a glass of wine at the concession stand, guests will be seated in the main auditorium, safely distanced.

Sponsors will be thanked on the big screen, and we will be treated to a special guest singing, "Vincent", also known as "Starry, Starry Night" (on film). And, expect to laugh with a fun "Person on the Street" interview brought to us by the one and only Patricia Tomlinson from the Appleton Museum of Art. And, as always, the wonderful Dorothy Pernu will be on hand to give out our MCA Arts Awards, Powered by Duke Energy. We have a surprise award this year that has never been given before!

Then, on to the big show - "Loving Vincent", the world's first, fully painted feature film which won multiple awards, and was a nominee for best Animated Feature at the 90th Annual Academy Awards.

2020 will be a smaller, more intimate Applaud the Arts, and all of us at MCA are so grateful to be able to get together with our friends at the greatest gathering of artists and arts enthusiasts.

Logistics:

Each showing will be limited to 80 people.

Tickets should be sold in groups of 2's and 4's for optimal social distancing.

However, 8 single tickets will be available for each showing.

MCA will sell tickets through Network for Good to be able to track guests' attendance.

We will sell:

12 groups of two

12 groups of four

8 single tickets for each showing.

Pricing:

11 am show:

Free to Culture Vultures and selected Reilly and MCA supporters.

2 pm show:

\$10 for general and \$5 for MCA Member Artists.

Although \$10 is higher than the normal Marion matinee, we feel (hope!) that people will want to help us at this time.

We will explore a small gift of appreciation.

6 pm showing:

\$60 for Non-Members and \$50 for members.

We will have (8) tickets set aside for MCA Member artists at \$25.

Each guest will receive one drink ticket for wine or beer and MCA will run a tab with the Marion. (Adam will explore options and let us know pricing).

Presenting, Platinum and Gold Sponsors will be given a bottle of wine as a thank you for their sponsorships. Adam will provide us with a selection of wine and MCA will add these bottles to our tab with the Marion.

Sponsor benefits will include:

A clip of their location and logo created by Maven Photo and Film that they may use for their website and social media accounts to show that they support their community artists and arts organizations. MCA will also feature the clips on social media and on our website as well as on the big screen.

Depending on the level of sponsorship, sponsors will also receive:

Naming Rights (Presenting Sponsor Only)

Event tickets

First Right of Refusal for 2021 Event

Year Round Recognition as an MCA sponsor

Logo on MCA website with link for 12 months

Prominent Signage at Event, in emails and on social media.

Recognition in the evening's Program

Recognition in MCA's Annual Report