



*Arts on the Lake at the
Lake Carmel Arts Center
640 Route 52, Kent Lakes, NY 10512
(845)228-AOTL (2685)*

Website: www.artsonthelake.org

June 1, 2012

Dear Supporter of the Summer Concert Series:

With the help of sponsors, the Summer Concert Series was inaugurated three years ago on a quickly-built platform stage before an appreciative audience on the north lawn at the former Lake Carmel Firehouse. Last year we presented the Summer Concert Series to much larger audiences on a stage built out from the portico of the Town Hall facing the library's new gazebo. Families frequently arrived early to picnic and teenagers sometimes stayed late to help us pack up. It was music as we remember it and want it to be.

This year we expect to add food so that each concert will have a distinctive picnic flavor – Hawaiian swing meets American Jazz in Tiki Daddy on July 13, soul for Ada Dyer Sings Aretha Franklin on July 20 and American standards for the horn-based rock Cobert Operations on July 27. Although the performers come from all over, each band has local connections in our community.

Your support has enabled these concerts to become pay-what-you-wish and popular. It is appreciated by all.

The full range of Sponsorship Opportunities is listed on the reverse if you would like to support this community concert series. For our business sponsors, the ad in the program and website listing continue for a full year and will be seen by all who attend events or visit the website pages of Arts on the Lake.

We hope to hear from you soon.

Sincerely,

*James Shearwood
Executive Director*

*Kati Mac
Producer, Summer Concert Series*

SUMMER CONCERT SERIES SPONSORSHIPS are available at the following levels:

For a PLATINUM Sponsorship of \$1,000 you will receive:

Your name on a banner at the concert

A full page ad in the Arts on the Lake 2012-2013 program

Sponsorship credit in advertising and weekly cable announcements

Listing as a sponsor with the event on our website

6 reserved indoor admissions in the event of inclement weather

For a GOLD Sponsorship of \$500 you will receive:

Your name on a banner at the concert

½ page ad in the Arts on the Lake 2012-2013 program

Sponsorship credit in advertising and weekly cable announcements

Listing as a sponsor with the event on our website

4 reserved indoor admissions in the event of inclement weather

For a SILVER Sponsorship of \$100 you will receive:

¼ page ad in program

Listing as a sponsor with the event on our website

2 reserved indoor admissions in the event of inclement weather

As a Friend of the Summer Concert Series for \$30 you will receive:

Your name listed as a Friend in the program

1 reserved indoor admission in the event of inclement weather

Yes, I want to be an Arts on the Lake Summer Concert Series Sponsor.

Name: _____

Sponsor Level: _____

Address, Phone and email: _____

Checks may be made payable to Arts on the Lake and mailed to:

Arts on the Lake

640 Route 52

Kent Lakes, NY 10512

For additional information, email inquiry@artsonthelake.org

or leave a message at (845) 228-2685 (AotL).