

BOOM FESTIVAL SPONSORSHIP 2017



THREE DAYS OF ART, PERFORMANCE & THE UNEXPECTED.



BOOM FRINGE FESTIVAL

THREE DAYS OF ART, PERFORMANCE & THE UNEXPECTED
APRIL 28-30, 2017

"BOOM is just what Charlotte needed: a jolt to our collective consciousness, erasing boundaries on what the performing arts can be and where they can be experienced."

...

Richard Thurmond

*Community and Business Development,
Charlotte Center City Partners, former
Publisher, Charlotte Magazine*



boomcharlotte.org

BOOM! The word is only four letters long, but nothing about it is small. You can't say the word BOOM quietly. It wants to be seen and spoken in capital letters, to reverberate, to leave an impression.

That's how we feel, and hope you'll feel, about Charlotte's Second Annual BOOM Fringe Festival. The event is three days long, but the spirit behind it is more than a weekend experience. BOOM is a *movement*, borne from a belief in the explosive power of art to unite and strengthen our community. We've gathered a unique coalition of artists, volunteers, businesses and neighborhood organizations who come together to transform the way art and culture are created and shared in the Queen City.

BOOM exists at the crossroads of experimental art and intentional community. We're establishing a fun, immersive and accessible annual event for local and national emerging artists who are working on the *fringes* of popular culture.

But we need YOU to light the fuse! Please review this Sponsor Package and consider supporting BOOM 2017.



PERFORMANCES

PROGRAMMING CENTERED IN PLAZA MIDWOOD

"BOOM is where a broad cross-section of the community experiences, engages and interacts with Charlotte's remarkably diverse array of creative artistry. It's truly unique."

...

Charlie Elbersen
Reemprise Fund



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TICKETED VENUE PERFORMANCES

During the weekend of April 28-30, 2017, our second BOOM festival will feature 36 ticketed performances in small music venues of Plaza Midwood. This will consist of four performances by members of the curatorial team, plus showcases of other local acts chosen from applicants in Charlotte. Additional performance groups are invited from around the country.

FREE "INTERSECTION" OUTDOOR STAGE

We also turn what is now a vacant lot into an outdoor gathering place and performance stage with sofas and fire pits – a community living room – to create an environment welcoming to all ages. This outdoor space, called "The Intersection" will provide an anchor for the festival by creating a location where audience and community members can find out more about BOOM, play in the children's activity spaces, and participate in a free, outdoor family-friendly environment. The Intersection will include public installation and participatory visual art and games. Performances are diverse with Tosco Music Party, Hip Hop University and Creative Mornings. There will also be food tastings with the Piedmont Culinary Guild.

Tickets are affordable: Only \$10 per performance, with discounted day and weekend passes available.



PAST SUCCESS

"BOOM is not only a fun, inspirational and high quality arts event for all, it's creating an opportunity for local artists to share their talents and for small businesses in our neighborhoods to prosper."

...

Jennifer O. Appleby
President, Chief Creative Officer
wrayward
creative marketing communications



boomcharlotte.org

LAST YEAR'S BOOM AT A GLANCE

BOOM premiered in April 2016 to resounding success. Audiences saw new productions by local Charlotte artists On Q Performing Arts, XOXO, TAPROOT, Sarah Emery and Dancers, Carlos Robson and "Bluz" Rogers and Sinergismo. Visiting artists included Cynthia Ling Lee, Questionable Acts, Alban Elved Company, and Dasan Ahanu.

IMPORTANT BOOM 2016 NUMBERS:

-  **50 Performances**
Theater, Dance, Performance Art, Spoken Word, Visual Art
-  **4 Venues**
-  **150 Artists** (Both Local and National)
-  **\$50,000 Raised**
-  **5,000 Audience Members**
-  **Media Coverage:** *Charlotte Observer, Charlotte Magazine, Charlotte Agenda, Charlotte 5*
-  **30 Production Managers, Advisory Board Members and Volunteers**



PARTNERS

A COALITION OF ARTISTS AND ORGANIZATIONS

The BOOM Fringe Festival is made possible by a team of artists, performers and organizations who come together to create an event that's unique in Charlotte.

We intentionally seek out diversity in race, gender, age, background and styles to present a broad range of performances and inspire as many people as possible.

Here's a partial list of individuals and groups who will be a part of BOOM 2017:

- Boris "Bluz" Rogers
- Carlos Robson
- Sarah Emery
- TAPROOT
- Matt Cospers and XOXO
- Jon Prichard and Sinergismo
- John Tosco & Tosco Music Party
- Susie Films with 100 Word Films
- Hip Hop University
- Creative Mornings
- Jazz Arts Initiative
- Piedmont Culinary Guild
- ArtSi



THE BOOM TEAM

We have a team of volunteers and advisors who are passionate about BOOM. We are constantly seeking input from artists, art lovers, local businesses and professional organizations of all types to keep BOOM fresh and on the cutting edge of Charlotte's cultural community.

DIRECTOR: **Manoj Kesavan** - Founder and Artistic Director, Que-OS

ORCHESTRATORS

Monty Montague - Principal, BOLTgroup; Chair, Board of Directors, Que-OS

Thom Duncan - Program Director, Friendship Gardens; Board of Directors, Que-OS

Lou Kinard - Project Manager and Creative Consultant

Camerin Watson - Project Manager and Co-Artistic Director, TAPROOT

Josh Jacobson - Managing Dir., Next Stage Consulting (non-profit fundraising consulting)

Marty & Marcie Kelso - Partners, Kelso Communications

John Merrick - Owner, Big Shot Film

Kia Moore - Founder of Hip Hop University

Matt Olin - Writer & Producer, Host, Creative Mornings Charlotte

Geri Rosman - Public Relations Specialist

Claudia Soria - Director, ArtSi (representing Latino artists)

Salena Mable Stamp - Founder and Producer of Loose Leaves Showcase

ARTISTIC TEAM

CURATORIAL GROUP - PERFORMANCE

Sarah Emery - Artistic Director, Moving Poets Charlotte

Quentin Talley - Founder & Artistic Director, On Q Productions

Brianna Smith - Co-Artistic Director, TAPROOT

Matt Cospers - Founder and Artistic Director, XOXO

Carlos Robson - Poet, Spoken Word Artist

Curatorial Group - Visual Art

Jon Prichard - Sculptor, Exhibits Preparator at the Museums of York County

Todd Stewart - Sculptor, Project Manager for Public Art, ASC

ADVISORY BOARD

Jennifer Appleby - President & Chief Creative Officer, Wray Ward

Robert Bush - President, Arts & Science Council

Brian Collier - Sr. VP, Foundation for the Carolinas

Thom Duncan - Program Director, Friendship Gardens; Board Member, Que-OS

Charlie Elberson - Trustee, Reemprise Fund

Suzanne Fetscher - President, McColl Center for Art and Innovation; Board Chair, Que-OS

Tom Gabbard - President, Blumenthal Performing Arts Center

John Mackay - former President, Discovery Place

Dan Murrey - CEO, OrthoCarolina

Barbara Spradling - Cultural Consultant, former Director, McColl Center Innovation Institute

Charles Thomas - Program Director/Charlotte John S. and James L. Knight Foundation

Rick Thurmond - Community and Business Development, Charlotte Center City Partners, former Publisher, *Charlotte Magazine*

PHOTOGRAPHY

Deborah Triplett Photography

David Huff Creative

LEADERSHIP TEAM

Shelley Rozier Colvin - Project Management/Fundraising Consultant

Kat Cook - Art teacher, Intersection Site Coordinator

Steve Dunn - Attorney, Van Hoy, Reutlinger, Adams & Dunn, Legal

Wendy Fishman - Ind. Consultant, Producer and Event Planner

Jonathan Gellman - CubeNoda & SkyHVAC

LEARN MORE ON OUR WEBSITE: boomcharlotte.org



FUNDING

HOW IS ALL THIS FRINGE-LOVING GOODNESS FUNDED?

BOOM is supported by generous donations from the public, sponsorships from businesses and corporations, and funding from foundations. We are grateful for all those who participated in the first year of the BOOM Festival and simply could not have done it without the overwhelming support of our sponsors and community members.

Now it's time to do more, build more, become more.

If we are to be an enduring, vital part of this community, we need funding partners who share our vision. We need funding partners who understand the importance of creating an environment where the arts and talent can thrive.

We need funding partners like you.

See the following pages for ways you can be part of our exploding BOOM team.

QUESTIONS? CONTACT OUR DIRECTOR:

Manoj Kesavan
Que-OS / BOOM Director
queoscharlotte@gmail.com
704-604-9279



boomcharlotte.org

SPONSOR LEVELS



"BOOM is critical to the growth of Charlotte's art scene and cultural community. It is a wonderful opportunity to enjoy music, art and culture in the comfort of your neighborhood."

...

Charles Thomas
Program Director/Charlotte
John S. and James L. Knight Foundation



boomcharlotte.org

TITLE SPONSOR: \$20.000

"[Your Company's Name] presents: BOOM"

NAME AND LOGO ON...

- The stage at all venues
- All materials including posters, flyers, yard signs
- All tickets
- Playbills
- Prominent mention on website and social media

- Mention on all press articles
- Recognition from stage at all performances
- Exclusive rehearsal access
- Name and logo on videos of all of the performances
- 20 VIP tickets for the show of your choice
- 6 tickets to the exclusive BOOM artists' party

VENUE SPONSOR: \$10.000

Snug Harbor will be "The [Your Company's Name] Stage"

NAME AND LOGO ON...

- Outside and on the stage at the venue
- Print material including posters, flyers
- All schedules and playbills
- Mention on website and social media

- Mention in all press releases
- Recognition from that particular stage at all performances
- Mention on videos shot at that venue
- 10 VIP tickets for shows of your choice
- 4 tickets to the exclusive BOOM artists' party

GENERAL SPONSORSHIP: \$5.000

NAME AND LOGO ON...

- Print materials including posters, flyers
- Schedules and playbills
- Mention on website and social media
- Recognition from stage daily
- 6 VIP tickets to the show of your choice
- 2 tickets to the exclusive artists' party

SPONSOR FORM



Three days of art, performance & the unexpected.

Keep us BOOM-ing by becoming a sponsor!

Fill out this form and mail it to the address below or email us at queoscharlotte@gmail.com.

BOOM is a product of Que-OS, a Section 501(c)3 nonprofit. All donations are tax-deductible.

SPONSOR INFORMATION

FIRST NAME

LAST NAME

ORGANIZATION / BUSINESS

ADDRESS

CITY

STATE

ZIP

TELEPHONE

EMAIL

SPONSOR LEVELS

TITLE: \$20,000 **VENUE: \$10,000** **GENERAL: \$5,000**

OTHER AMOUNT

ACKNOWLEDGMENT INFORMATION

We will use the following name(s) in all acknowledgment(s)

Mail checks to this address:

Que-OS

Attn: Manoj Kesavan

3317-G Park Road, Charlotte 28209

Make checks payable to "Que-OS"

THANK YOU FOR YOUR SPONSORSHIP!

SEND US YOUR LOGO:

Please provide us with your organization's logo as an .ai, .eps or .pdf file.

Email logo file to:

queoscharlotte@gmail.com

Questions? Call 704-604-9279