



Gatsby

Fundraiser for The Creative Fund



Thursday, January, 31st

Caswell House | 8pm - 11pm

Members FREE

Non-Members \$35 or \$50 at Door

Jazz • Speakeasies • Performing Arts



THE
CREATIVE
FUND

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Program

Launched June 28, 2011 The Creative Fund (TCF) is a collective group of like-minded, arts-focused, passionate volunteers coming together to support emerging and innovative arts in Austin. TCF serves as a funding mechanism filling a financial gap that currently exists within Austin's creative culture by subsidizing rental fees and offering other creative support to local artists. Simply put, The Creative Fund raises money to fund locally produced shows. Funds are raised through membership dues, generous donations, and our annual signature events such as January's "Gatsby".

All net proceeds of Gatsby benefit The Creative Fund's Q Subsidy program. The Q program offsets venue rental fees for local performing arts organizations.

Event

Gatsby is The Creative Fund's second annual signature event where we will proudly announce the recipients of our Q Subsidy Reward Program! On January 31st from 8:00 pm - 11:00 pm, The Creative Fund will invade the Caswell House for an evening of speakeasy-themed spectacle and decadence.

Along with the satisfaction of supporting the local performing arts community at large, Gatsby sponsors will gain direct access to 200 energetic and highly-networked Austinites plus promotional access to an additional 800+!





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Mission

Our mission is to fund new and innovative performing arts at any venue in Austin. Since inception, our membership has funded 21 artistic performances with more to be announced during this event. Organizations benefiting from our funding include:

Forklift Danceworks, Fusebox Festival, Generic Ensemble Company, Glass Half Full, The Hidden Room Theatre, Kathy Dunn Hamrick Dance Co, Palindrome, Poison Apple Initiative, Tapestry Dance Company, Teatro Vivo, Breaking String Theater, Chaddick Dance Theater, Trouble Puppet Theatre, Penfold Theatre, Theatre en Bloc, Ariel Dance Theatre, Church of the Friendly Ghost, Austin Chamber Music Center, and the 2012 B. Iden Payne Drama & Comedy award winners.

Activities

Our vision is to connect emerging artists with patron resources, elevating innovative works of art into larger venues with larger audiences. The Creative Fund realizes that getting to the curtain is but one of the challenges locally. Our program, A Creative Experience, encourages audience development for local performing arts organizations. The Creative Fund organizes groups of theater patrons to attend performances and facilitate a dialogue around them at pre/post show gatherings with the artists. Please visit our website or Facebook page for upcoming Creative Experiences.





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Sponsorship Opportunities

\$2,000 - The Platinum Sponsor will receive:

- Opportunity for 16 comp passes to the event
- Onsite branding at event including:
 - Company materials
 - Logo on event signage
 - Public thank you at event
- Announcement at our December Happy Hour
- Announcement at our February Creative Experience and Happy Hour
- Social media mentions at the following times/events including, but not limited to:
 - Execution of the agreement
 - December Happy Hour
 - February Creative Experience
 - Pre-Gatsby
 - Post-Gatsby
- Mention in all press materials
- Logo with hyperlink to company website on email communications promoting event
- Logo with hyperlink to company website on our website www.thecreativefundatx.org
- Ability to develop event giveaway materials





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Sponsorship Opportunities

\$1,000 - The Gold Sponsor will receive:

- Opportunity for 8 comp passes to the event
- Onsite branding at event including:
 - Company materials
 - Logo on event signage
 - Public thank you at event
- Announcement at **one** of the below events:
 - December Happy Hour
 - February Creative Experience
- Social media mentions at the following times/events including, but not limited to:
 - Execution of the agreement
 - Pre-Gatsby
 - Post-Gatsby
 - December Happy Hour OR February Creative Experience
- Mention in all press materials
- Logo with hyperlink to company website on email communications promoting event
- Logo with hyperlink to company website on our website www.thecreativefundatx.org





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Sponsorship Opportunities

\$500 - The Silver Sponsor will receive:

- Opportunity for 4 comp passes to the event
- Social media mentions at the following times/events including, but not limited to:
 - Execution of the agreement
 - Pre-Gatsby
 - Post-Gatsby
- Mention in all press materials
- Logo with hyperlink to company website on email communications promoting event
- Logo with hyperlink to company website on our website www.thecreativefundatx.org





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Sponsorship Opportunities

The In-Kind Sponsor will receive:

- Opportunity for comp passes to the event comparable to direct funding sponsorships (\$500 - 4 passes; \$1,000 - 8 passes; \$2,000 - 16 passes, etc.)
- Social media mentions at the following times/events including, but not limited to:
 - Execution of the agreement
 - Pre-Gatsby
 - Post-Gatsby
- Mention in all press materials
- Logo with hyperlink to company website on email communications promoting event
- Logo with hyperlink to company website on our website www.thecreativefundatx.org
- Opportunity to distribute event giveaway materials





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Contact Information

Sponsorship

Contact The Creative Fund for more information about sponsorship opportunities or to customize your own package:

Katie Hausenfluck, President
(512) 731-7391
khausenfluck@gmail.com

Emily Torgerson, Vice President
(512) 585-2125
emily@iando.com

Scott Lawrence, Sponsorship Contact
(512) 944-7378
scott@realestateinatx.com

Event Chairs

Gatsby Event Chairs:

Lauren Tuttle
(830) 570-3020
lauren@iando.com

Ariel Zarate-Carmona
(512) 848-5133
azcarmona@gmail.com

Board Members

Katie Hausenfluck, President
Emily Torgerson, Vice President
Michelle Alvarez-Olson, Treasurer
Michael McGill, Secretary
Scott Lawrence

Reed Arnos
Ariel Zarate-Carmona
Arif Panju
Lauren Tuttle
Katie Osborne

Dave Floyd
Pat Buchta
Kate Stoker
Hank Morris





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Founding Circle Members

Amy Holloway

Jake Schneider

Pat Buchta

Amy Swank

Kate Stoker

Paula Kothmann

Ariel Zarate-Carmona

Katie Hausenfluck

Reed Arnos

Catherine Williams

Katie Osborne

Scott Lawrence

Clayton Bullock

Maria Villaronga

Terri Williams

Dave Floyd

Marshall Ramsey

Tina Gramann

David de Lara

Martha Jones

Todd Youssefi

Dustin Little

Martha McAllister

Tony Capasso

Emily Torgerson

Michael McGill

Virginia Lawrence

Hank Morris

Michelle Alvarez-Olson





Name: _____

Company: _____

Mailing Address: _____ City: _____

State: _____ Zip Code: _____ Phone: _____

E-mail: _____

I am pleased to make a gift commitment of:

Goods or services (describe): _____

Fair value: \$ _____

Funds: \$ _____

I would also like to become a member (circle one):

Duet Membership (\$500 today/\$50 per month)- 2 memberships for one donation

Single Membership (\$300 today/\$25 per month)

My gift will be made in the form of:

Cash/Check Credit Card Goods/Services to be delivered 1/31/2013

Card Number: _____ Security Code: _____ Expiration Date: _____

Name on Card: _____

Please make checks payable to The Creative Fund.

Signature: _____ Date: _____

Please sign and return this form to either:

Katie Hausenfluck	512.731.7391	khausenfluck@gmail.com
Scott Lawrence	512.944.7378	scott@realestateinatx.com
Michelle Alvarez-Olson	512.944.7585	shelelel@gmail.com

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