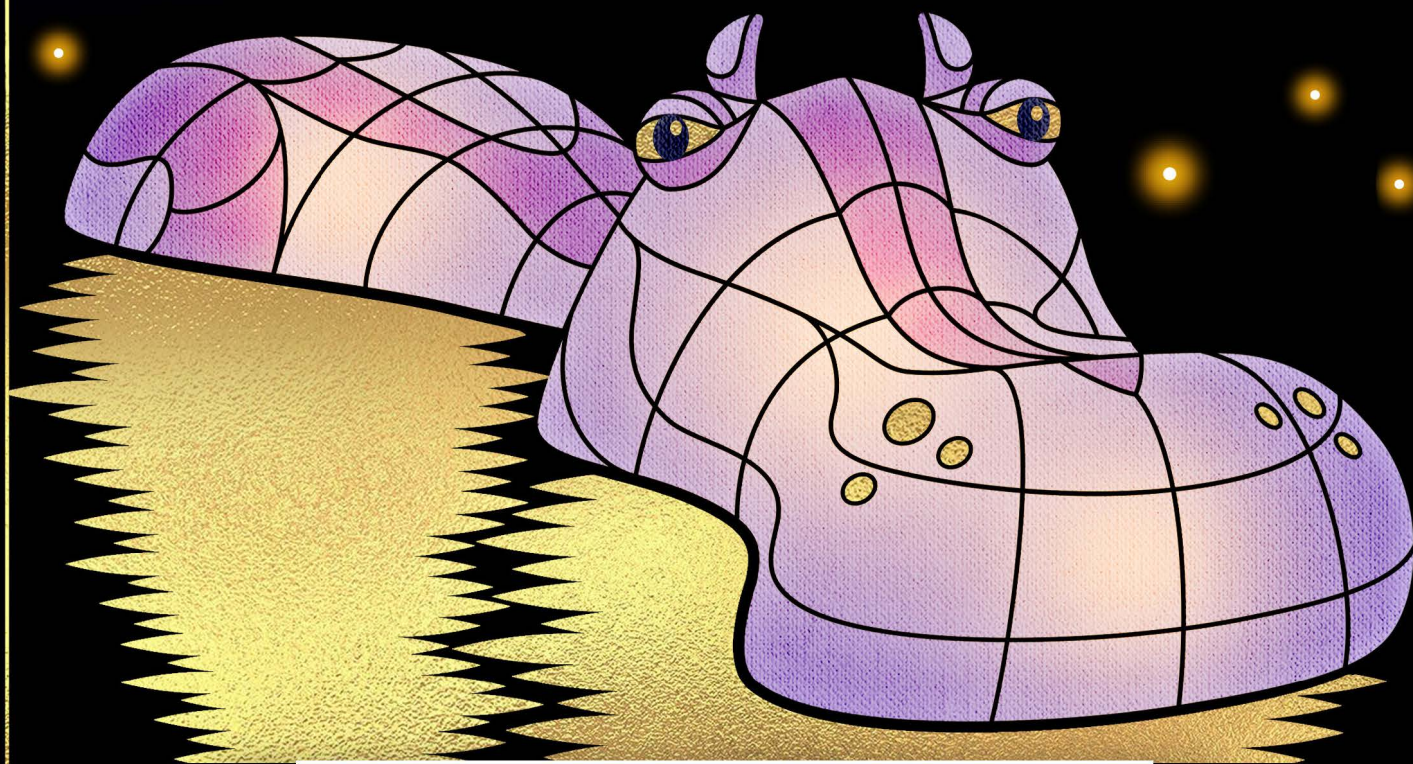


CENTER FOR
PUPPETRY
Arts

23rd Annual
String Fling

SPONSORSHIP PACKAGE

Event Co-Chairs
Sydney Langdon & Yu-Kai Lin



TICKETS AND SPONSORSHIP INFORMATION
PUPPET.ORG/STRING-FLING

FEATURING THE LANTERN PUPPETS OF CHANTELE RYTTER PERFORMED BY KREWE OF THE GRATEFUL GLUTTONS



Event Information

Date	Saturday October 1, 2022, 7:30pm – 11:00pm VIP Reception: 6:30 pm – 7:30 pm Main Event: 7:30 pm – 11:00 pm
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Location	Greystone at Piedmont Park 400 Park Drive NE Atlanta, GA 30309
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Event Co-Chairs	Sydney Langdon and Yu-Kai Lin
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Executive Producer	Warner Bros. Discovery
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Sponsorship	Corporate Sponsorships start at \$5,000
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What	<p>String Fling is the annual fundraising event for the Center for Puppetry Arts, raising nearly \$250,000 each year to support the Center's arts-infused educational programming.</p> <p>On Saturday, October 1, 2022, supporters of the Center and members of the larger arts community will come together for the 23rd annual String Fling event - another night of illumination showcasing the immense talent and works of Chantelle Rytter, lantern puppeteer and parade artist best known for founding the Atlanta BeltLine Lantern Parade.</p> <p>As in years past, this event promises to be a fun evening filled with delicious food and drink, and fun puppet surprises! While this night is designed to pique all of your senses, it also is developed to advance an excellent cause, puppetry.</p>
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Who	<p>The Center for Puppetry Arts has garnered the support of a number of community leaders, brands and organizations, thus providing a unique opportunity for sponsors to take part in an unparalleled celebration. As a corporate sponsor, you will join other leading Atlanta corporate citizens, business leaders and artists in their support of the Center.</p> <p>Our 250+ guests represent a diverse group of constituents across our beloved city and support from major corporations.</p>
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Why	<p>Proceeds raised through the String Fling Gala help the Center for Puppetry Arts to provide creative experiences to thousands of children, families, adults, students, and school teachers through a large spectrum of programming. The Center's performances, workshops, and exhibits provide an immersive experience for all and its Digital Learning program has reached over 250,000 students of all ages and in 50 states as well as 89 countries.</p>
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Contacts	<p>Michelle Schweber, Chief Development Officer 404.441.2261 MichelleSchweber@puppet.org</p> <p>Elizabeth Eaton, Development and Events Manager 404.881.5118 ElizabethEaton@puppet.org</p>
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Corporate Sponsorship Levels

Presenting Sponsor \$50,000

- Exclusive top level recognition (Presented by...) on String Fling 2022 promotional materials including VIP reception
- Recognized as the host of the VIP Reception for corporate and patron sponsors prior to event.
- 4 tickets to VIP Reception.
- 10 tickets to String Fling event
- Photo with event Executive Director taken at VIP Reception and distributed to local media.
- Hyperlinked business logo on website and on all official marketing for event*
- Logo prominently displayed on center's outdoor marquee at the corner of 18th and Spring Street one week prior to event*
- VIP Invitations to special Center for Puppetry Arts events
- Name of business listed in thank you email and social posts
- 10 complementary Family Level memberships to be given to staff or clients valid until October 2023.
- Photo with Center of Puppetry Arts Executive Director to be distributed to local media outlets
- Recognized as \$50,000 investor on Donor Wall in atrium
- Recognized as \$50,000 investor in Annual Report
- Opportunity to provide branded promotional material to attendees as they leave the event
- Tax-deductible amount: \$45,500

Executive Producer \$25,000

- Recognized as Executive Producer of String Fling 2022
- 2 tickets to VIP Reception.
- 10 tickets to String Fling event
- Business logo on website and on all official marketing for event*
- Logo prominently displayed on center's outdoor marquee at the corner of 18th and Spring Street one week prior to event*
- VIP Invitations to special Center for Puppetry Arts events
- Name of business listed in thank you email and social posts
- 10 complementary Family Level memberships to be given to staff or clients valid until October 2023.
- Recognized as \$25,000 investor on Donor Wall in atrium
- Recognized as \$25,000 investor in Annual Report
- Tax-deductible amount: \$20,600

Producer \$10,000

- Recognized as Producer of String Fling 2022
- 2 tickets to VIP Reception.
- 8 tickets to String Fling event
- Name on website and on all official marketing for event*
- VIP Invitations to special Center for Puppetry Arts events
- Recognized as \$10,000 investor on Donor Wall in atrium
- Recognized as \$10,000 investor in Annual Report
- Tax-deductible amount: \$7,350

Director \$5,000

- Recognized as Director of String Fling 2022
- 2 tickets to VIP Reception.
- 6 tickets to String Fling event
- Name on website and on all official marketing for event*
- Invitations to special Center for Puppetry Arts events
- Recognized as \$5,000 investor on Donor Wall in atrium
- Recognized as \$5,000 investor in Annual Report
- Tax-deductible amount: \$3,000

* "String Fling promotional materials" include the following: Webpage, Email Blasts (to an audience of 30,000+ subscribers), Invitations (mailed to around 1,000 addresses), event programs, and event signage (Displayed at event to 250+ people).



Organizational History and Mission

The Center for Puppetry Arts' mission is to inspire imagination, education, and community through the global art of puppetry.

Background: The Center's doors opened September 23, 1978, with Kermit the Frog and his creator Jim Henson cutting the ceremonial ribbon. Founded and led for 41 years by Executive Director Vincent Anthony, the Center filled a need for a place in the U.S. where puppetry could be explored by both artists and audiences. Today, the Center has grown to be the largest non-profit organization in the nation dedicated solely to the art of puppetry.

For over forty years, the Center has introduced millions of visitors of all ages to the wonder and artistry of puppetry through three key programming areas: performance, museum, and education. These program areas work in tandem to showcase puppetry in action, as a fine art, and as a gateway to imagination.



Jim Henson with Kermit the Frog at the Center's opening in 1978.



Puppets from the Center's production of Rudolph the Red-Nosed Reindeer™

Performance: The Center's Performance program annually produces and presents more than 600 fully-staged live puppetry performances through the Center's Family Series and New Directions Series for Adults and Teens. Both series include original performances written or adapted by the Center and created in-house by Center staff and/or by talented craftspeople and composers from the metro Atlanta area. These productions are performed by the Center Company, with all singing and speaking parts performed live. The Center also presents noteworthy guest artists from around the nation and the world each year, which not only enriches Atlanta's artistic landscape with diverse talent and points of view, but it also provides opportunities for local artists to learn from and be inspired by other performers.

Cultivating local, national, and international artists helps to make the Center accessible to audiences of all backgrounds, and when combined with the familiarity of puppetry, makes it one of Atlanta's most approachable arts institutions for children. As such, the Center often serves as the first live theater experience for many children. Family Series performances such as *Harold and the Purple Crayon*, *Pete the Cat*, *Rudolph the Red-Nosed Reindeer™*, and our recently debuted production of *Stellaluna* use puppetry as a medium to teach, inspire, and mesmerize.

The Center is dedicated to serving audiences of all ages. While the Family Series brings in school groups and families with children, the New Directions Series for Adults and Teens draws in a different audience. Edgy, provocative projects such as Xperimental Puppetry Theater, offered annually since 1983; The Ghastly Dreadfuls, a critically acclaimed Halloween-inspired performance; and other adult-oriented performances from local and international puppetry companies, provide adult audiences with fresh and innovative puppetry experiences.

The Center has a long history of producing high-quality work, and the Center's performance program has received numerous awards, including 13 Citations of Excellence from UNIMA-USA (the American branch of the international puppetry organization), the Spirit of Suzi Award from the Suzi Bass Awards (Atlanta's Annual Theater Awards) in 2011, Kennesaw State University's Flourish Award for Outstanding Arts Organization in 2012, a Governor's Award for Arts and Humanities in 2013, a Children's Theater Foundation of America Medallion Award in 2019, and eight Suzi Bass Awards, including one for the 2019 production of *Harold and the Purple Crayon*.



A scene from the Center's premiere production of Harold and the Purple Crayon.



The Center's Worlds of Puppetry Museum is a mecca for all fans of Sesame Street, The Muppets, and other television shows and films featuring Jim Henson's puppets.

Museum: The Center's *Worlds of Puppetry Museum* houses two permanent exhibition galleries and temporary rotating special exhibition gallery. The Jim Henson Collection Gallery, showcases one of the most comprehensive collections of Henson's objects from Henson's life and work, taking visitors through a chronological journey of the body of work of one of the most prolific puppetry-focused artists in American History. The Global Collection Gallery, arranged geographically, sheds light on the global significance of puppetry in education, entertainment, politics, and religion by exploring the universal elements and themes of the art form. The Center also curates temporary special exhibitions, such as *Christmas Town: The Story of Rudolph the Red-Nosed Reindeer*, where patrons learn about the history of this iconic holiday character through early licensed objects such as a first edition of the Montgomery Ward illustrated publication and two remaining stop motion puppets from the 1964 Rankin/Bass *Rudolph the Red-Nosed Reindeer* television special.

Since 1978, the Center's Museum has developed a collection that includes over 4,000 puppets, costumes, and props from around the world. The Museum also maintains the largest publicly accessible puppetry library in the country. Serving scholars and the general public alike, the Nancy Staub Puppetry Research Library houses over 1,100 books, 1,900 videos, 1,300 periodicals, and 1,000 posters and includes a substantial number of Center-related videos, ephemera, photos, articles, and posters spanning the organization's lifespan.

The Museum attracts and educates visitors of all ages and offers events and programs for a wide range of ages in order to expand upon the learning that happens within its exhibitions. The Center's Education and Museum departments collaborate throughout the year to provide additional enriching programs for school groups and families. Through storytelling and puppet building exercises, curriculum-based programs like Discovery Days celebrate the rich cultural history of puppetry and highlight the intersection of academic subjects and the arts. Meanwhile, targeted engagement events tied to specific productions or histories offer adult audiences a chance to enjoy the Center in their own way and add to the Center's audience development efforts.

Education: The Center has spent over four decades improving enrichment opportunities that support educational standards across the curriculum for students and offer continuing education opportunities for adult audiences. For student audiences, the Center uses the art form of puppetry to facilitate educational experiences that encourage creativity, support school-day learning, fuel holistic development, and provide accessible, hands-on opportunities to participate in arts activities. The Center's signature Education initiative for student and family audiences is the Create-A-Puppet Workshop™, which offers more than 1,000 hours of fun, hands-on programming each year.

The Explore Puppetry Series offers adult learners workshops on topics including puppet manipulation, costuming, fundraising for artists, sound design for puppetry films, and more. For students ages 9-12 who wish to develop their puppetry skills, the Center offers the Junior Explorer Series, based on the Explore Puppetry Series, which includes age-appropriate workshops taught by Puppeteers and Teaching Artists and a summer Puppet Camp.

Since 1998, the award-winning Digital Learning program has provided virtual access to the Center, and in the first few months of the COVID-19 pandemic, its Center@Home initiative provided over 100 hours of free and low-cost educational content to over 200,000 households in 88 countries. In the months that followed, staff began adapting and offering many of the

Center's in-person services—such as workshops, classroom visits, artist-in-residence experiences—into paid virtual services that could be offered to school groups and families alike. By coupling these offerings with the time-tested programming of the Digital Learning Department, the Center is able to provide a variety of virtual offerings to the local patrons and classrooms that would normally physically access the Center's educational, entertaining, and inspiring programming. This ingenuity led *Atlanta Magazine* to include the Center for Puppetry Arts in its Best of 2020 List as the "Best Home Edutainment" option.



Children learn how to build and manipulate their very own puppets in the Center's Create-A-Puppet Workshop™

Leadership: When Vince Anthony announced his retirement in 2019, the Center's Board hired Beth Schiavo—a business consultant with more than 25 years of experience in corporate positions and a wealth of experience in Atlanta's philanthropic community—to serve as Interim Managing Director as it conducted a national search for new executive leadership. In the months that followed, Schiavo led the Center through the unprecedented challenges of the COVID-19 pandemic, and by June 2020, the Board had selected her as their permanent candidate. Shortly thereafter, the Center implemented rigorous cleaning and social distancing protocols that enabled it to begin a staggered reopening process—starting with the museum in July and subsequently followed by the performance and education programs in November 2020. Since then, the Center has continued to flourish, leading the *Atlanta Business Chronical* to recognize Schiavo as one of their "Women of Influence" for 2021.



The Future: The magic of puppetry touches everyone—the young, the young at heart, and those who wish to be young again—and as the Center continues to move into the future, it will remain an institution unlike any other. With an average budget of less than \$22 per visitor annually, the Center has a history of frugality and humility as it serves a larger audience than the Atlanta Ballet and The Atlanta Opera combined at a fraction of the cost. This accessibility has made the Center one of the region's most recognizable childhood experiences irrespective of economic, ethnic, or racial differences, and thanks to its generous supporters, the Center will continue inspiring the imaginations of its visitors, providing educational opportunities for toddlers through senior adults, and enriching the community through excellent and accessible art for generations to come.



Allen Yee, Gigi Rouland, Sydney & Joel Langdon



Board Member Vir Nanda and friends

For more information contact
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michelleschweber@puppet.org
elizabeth Eaton@puppet.org



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Sponsorship Commitment Form

First Name: _____ Last Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Cell Phone: _____

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Yes! I would like to sponsor this year's String Fling to benefit the Center for Puppetry Arts. I understand all sponsors receive an invitation to attend the VIP reception immediately preceding the event.

Level	Amount	Tickets	Please Check One
Presenting Sponsor	\$50,000	10 tickets	<input type="checkbox"/>
Executive Producer	\$25,000	10 tickets	<input type="checkbox"/>
Producer	\$10,000	8 tickets	<input type="checkbox"/>
Director	\$ 5,000	6 tickets	<input type="checkbox"/>

Name as to be published: _____

Yes, I understand that my pledge needs to be paid in full by September 30, 2022.

Signature: _____ Date: _____

Payment Method:

- ☐ Check
- ☐ Online at www.bidpal.net/stringfling
- ☐ Please call to arrange payment via phone.

To pay by check, please make payable to:

Center for Puppetry Arts,
Memo Line: String Fling

Mail to:

Development c/o String Fling
Center for Puppetry Arts
1404 Spring St NW
Atlanta, GA 30309