



January 9, 2019

To Whom It May Concern:

Live music and art and culture, oh my – it's that time of the year again! Yes, *Fridays in the Asher* is back and better than ever in 2019. This year, Arts Cheyenne is bringing Cheyenne 27 – yes, 27! – unique music acts from a whole spectrum of genres, from all over the nation, as well as regional and local artists. We're talking NPR's 2018 Tiny Desk Contest winner Naia Izumi, who was selected from over 5,000 applicants nationwide and whose profile is quickly skyrocketing. We're talking two-time Grammy nominee Matthew Santos, who has been featured on chart-topping hits and has played on some of the most prominent stages in the industry. We're talking Wyoming legend Jalan Crossland, who makes his long-anticipated return to the series for the first time since 2015. It's a truly seminal season ahead, and Arts Cheyenne is thrilled to share this experience once again with our community.

We are currently seeking sponsors for our 2019 Fridays in the Asher series, and we are committed to ensuring that our partnerships are as valuable and rewarding for our sponsors as they are for our organization and the community that benefits from your pledged funding. Fridays in the Asher ("FITA") is an eleven-week music and arts series that serves as an economic catalyst for downtown Cheyenne. The series will be held at the Asher Building, located at 500 W. 15th St., Cheyenne, WY. This not-for-profit music series, which operates under Arts Cheyenne, a 501(c)(3) organization, is run entirely by volunteers and is made possible by our fantastic sponsors. It is through the generous patronage of our sponsors that we are able to host rising musical artists of regional and even national prominence and provide such caliber of entertainment for just \$5.00 admission for the general public. This is perhaps what we are proudest of – we've been able to retain affordable, high quality entertainment that is accessible for anyone in the Cheyenne community.

In 2018, FITA brought roughly 2,300 unique patrons into the downtown corridor during 10 Friday evenings in the winter/early spring. We're aiming for an even bigger impact in 2019. FITA runs from 7:00-10:15 p.m. on Friday nights, allowing patrons to frequent restaurants and other establishments before and after the shows. The influx of people attending the series provides a premier opportunity for associated sponsors to establish brand visibility while demonstrating an outstanding commitment to enhancing the community of Cheyenne. But, perhaps most importantly, your commitment helps enable the curation of a music and arts series that ultimately provides a venue for social and cultural exchange, a place where enduring friendships and memories are made.

2019 Fridays in the Asher Concert Lineup

Feb. 8, 2019: Joe Hertler & The Rainbow Seekers (Lansing, MI) w/Josh Gonzales Band (Cheyenne, WY)
Feb. 15, 2019: Naia Izumi (Los Angeles, CA) w/Sarah Slaton Duo (Denver, CO), Timothy John (Centennial, WY)
Feb. 22, 2019: Whipoorwill (Fort Collins, CO) and David Burchfield & The Fire Guild (Salt Lake City, UT) w/The Change Agents (Cheyenne, WY)
Mar. 1, 2019: Matthew Santos (Los Angeles, CA) and Grayson Erhard (Denver, CO)
Mar. 8, 2019: The Jauntie (Boston, MA/Denver, CO) and Linear Symmetry (Omaha, NE)
Mar. 15, 2019: Kayla Marque Band (Denver, CO) and Kid Astronaut (Denver, CO) w/India Patrice (Cheyenne, WY)
April 12, 2019: Rush Archives (CO/WY) w/The Trujillo Company (Denver, CO)
April 19, 2019: Bud Bronson & The Goodtimers (Denver, CO) w/Wheelchair Getaway Drivers (Cheyenne, WY)
April 26, 2019: Audible (Denver, CO) and YaSi (Denver, CO) w/Onwuka (Cheyenne, WY)
May 3, 2019: Jalan Crossland (Ten Sleep, WY) w/Elk Tongue (Laramie, WY) and Hoi Ann (Laramie, WY)
May 10, 2019: The Cabin Project (Portland, OR) w/YOTP (Cheyenne, WY)

Each event will also feature live artists (whose pieces will be raffled off at the end of each night, with the proceeds being recycled back into FITA future funding) and other exciting amenities.

Fridays in the Asher and Arts Cheyenne would be honored for your help in sponsoring the series.

Sponsorships will be acknowledged as follows:

(1) "Gold Level" Sponsor (\$2,000 or above)

- a. 8 tickets for each show (88 tickets total; \$440+ value).
- b. Social media and print media recognition – with tiered recognition based on sponsor level.
- c. Banner and/or logo displayed at all FITA events (must be tasteful and approved by FITA).
- d. Sponsor can provide materials (i.e. pens with company name etc.) to be given away at events.

(2) "Silver Level" Sponsor (\$1,000)

- a. 4 tickets for each show (44 tickets total, \$220+ value).
- b. Social media and print media recognition – with tiered recognition based on sponsor level.
- c. Banner and/or logo displayed at all FITA events (must be tasteful and approved by FITA).
- c. Sponsor can provide materials (i.e. pens with company name etc.) to be given away at events.

(3) "Bronze Level" Sponsor (\$500)

- a. 2 tickets for each show (22 tickets total, \$110+ value).
- b. Social media and print media recognition – with tiered recognition based on sponsor level.
- c. Banner and/or logo displayed at all FITA events (must be tasteful and approved by FITA).
- c. Sponsor can provide materials (i.e. pens with company name etc.) to be given away at events.

Additional sponsor recognition and benefits will likely become available when the series – we will do our best to find creative and meaningful ways to honor the outstanding commitment of our sponsors!

We know you have a variety of options for contributing in our community, and we appreciate you considering supporting FITA. We hope you will join us in offering this unique series to the community. **We are truly grateful for your patronage and support of the FITA series.**

If you are interested in donating – or even volunteering or learning more about the series – please contact me at 307-421-3822 (or via email at mikemorris307@gmail.com).

Sincerely,

Mike Morris
Vice President - Arts Cheyenne
Executive Director – Fridays in the Asher