



Be a part of the Kate's 2020 Virtual Gala

Saturday, October 3 • 7:30 pm



With the Kate's current closure, we'll host an entertaining **virtual celebration** with the presentation of the 5th annual *Spirit of Katharine Hepburn Award* to **Cher**. In honor of one of Cher's biggest hits and the Kate's belief in the future of the arts and our eventual return to programming, this year's theme is **Believe!**

This year, as much as we will highlight the Kate's mission, we also want to highlight our **community**. Friends of the Kate, Cher fans, and Katharine Hepburn devotees from around the globe will be able to join the fun and view the event on the Kate's YouTube channel for FREE. This event has the potential to attract thousands of viewers who will be a part of the Gala from the comfort and safety of their own homes.

To make the viewing experience special, we invite you to join the list of businesses offering **Event Essentials** for the Gala. The Kate will market this list of menu items/products/services associated with our Gala and encourage viewers to patronize your business.

HOW TO PARTICIPATE...

- Commit to featuring a product, menu item, or service relating to the Kate Gala. The product/item/service should be available through the date of the Gala but can be offered and/or promoted two weeks prior (9/18-10/3). Have fun and be creative!
 - Example 1: local restaurants may offer a special menu item (for dine-in or take out) the evening of the Gala (i.e., the Cher Special *If I Could Turn Back Thyme* – lemon thyme chicken)

- Example 2: the Kate will work with local wine shops to select an official wine or spirit to be enjoyed while viewing the event and provide bottle hangers and flyers for a point-of-purchase display
- Mention the Kate Gala when promoting your product/menu item/service via email, social media, or point-of-purchase display
- Agree to display Kate Gala materials (magnets, stickers, bottle hangers, flyers, postcards, etc...) as possible
- Agree to link to the Kate Gala on your website or through social media

WHAT THE KATE WILL DO...

- A full list of participating businesses and their offerings will be distributed to our email marketing list of 23,000 households
- The Kate will co-promote all participant links on www.thekate.org, Facebook, and Instagram
- The Kate will provide promotional materials, which may include posters, magnets, and other items
- The Kate will regularly remind our patron base about the “Event Essentials” items via social media and promotional emails, as well as in a press release distributed to local media
- The Kate can assist with developing your promotional language

The Kate's 2020 Virtual Gala: BELIEVE!

Event Essentials Participation Reply Form

PLEASE COMPLETE AND RETURN BY SEPTEMBER 15th to robin.andreoli@thekate.org

Information to be made public:

Business Name: _____
(as you would like it to be listed in all marketing materials)

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

E-mail: _____

Website: _____

Item/Service/Product: _____

Do you have a Facebook business account? _____

Instagram business account? _____

Information that will not be published:

Business Contact: _____

E-mail: _____

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or email to robin.andreoli@thekate.org