



Tryon Fine Arts Center, Inc

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Affiliate and Partner Proposal

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Executive Overview

Affiliate and Partner Proposal

The purpose of this document is to clearly define the relationships between TFAC, its Partners and Affiliates. We have had long standing relationships with many local arts groups and would like to see those relationships continue to flourish. With existing groups growing and new groups forming, we felt that it was time to clarify how we can help our friends in the arts.

This proposal demonstrates a desire on the part of the Tryon Fine Arts Center to be more intentional in how we support our Partners and Affiliates, truly enabling them to plan on and around our support. Every benefit listed should have measurable results for each organization. Every commitment requested benefits both organizations and the art community at large.

For example, the “Event Fundraiser” listed in the Commitment and benefit sections, earns monies for our friends and fills our seats. Each organization would choose one TFAC event each season to get behind. The fundraising group would have the opportunity to sell tickets prior to the general public and the tickets would be \$5 more than the regular admission. That \$5 would go to their organization. Selling out a full house would earn them \$1750, provide wonderful exposure and give TFAC a full house.

History of TFAC

Recognizing the critical role art plays in human and community development, Tryon came together more than 40 years ago in response to a challenge grant issued by Mrs. Violet Erskine Parish-Watson to build a fine arts center. Mr. John Landrum, Jr. spearheaded the effort, and with the community's support, exceeded the fundraising goal one month ahead of the deadline.

Established initially as a landlord for Tryon based arts organizations, the Tryon Fine Arts Center began serving the community in 1969 by hosting its first two affiliates; the Tryon Little Theater and the Tryon Concert Association.

In the decade following, the Tryon Painters and Sculptors joined as an affiliate and the Center expanded its physical space by acquiring several adjacent properties as part of a vision to create an "arts complex" on Melrose Avenue.

The 1980s and 1990s were times of program expansion and facility improvements which included the following accomplishments:

- Programs targeting youth were developed such as the Summer Art Series for Youth and Super Saturday. The "Discovery House" was dedicated to helping young people discover their talents;
- Sassoon Park was created by Stella Sassoon in memory of her husband, William Edward Sassoon; and
- The Cate-Hall Weaving Cottage was dedicated to Lucy Cate and Grace Hall in recognition of their work to promote weaving in the area.

For almost 40 years now, the much-loved, quirky building on Melrose Avenue has served a special role in our community by providing us a place where fine art and fine experiences can be enjoyed on a daily basis.

In 2005, the Tryon Fine Arts Center brought a diverse series of programs to the auditorium, created partnerships with local dance, theater and music groups to offer performing arts classes, and sought out local public and private schools to create a strong educational outreach for the Center. Through these efforts, Tryon Fine Arts Center had more audience members and gallery visitors in the first four months of 2006 than in all of 2005. The growth has continued with the first formal Main Stage Season that began in September 2006 and continues through today. This will continue to bring the best in theater, dance and music to the Center stage for the entire community.

Tryon Fine Arts Center is currently the only performing arts center in Polk County, and serves 10,000 people annually. The mission of Tryon Fine Arts Center is to provide the highest quality performing and visual arts experiences for the community.

Mission and Vision Statements

Mission Statement

The mission of the Tryon Fine Arts Center is to promote and support the visual and performing arts in the foothills community through provision of facilities, presentation of programs and education of those interested in these artistic endeavors.

Vision Statement

Our vision is to be a leader in the arts community throughout Polk County and the foothills region by presenting the highest quality of performing and visual arts programming in concert with a diverse set of educational opportunities in the arts.

Summary of Benefits

Benefit	Market Value	Partner Benefit	Affiliate Benefit
Discounted Space Rental	See attachments for new rates	Variable	Variable
Discounted Color/ B&W printing and photo copying	\$1 - \$1.50 per color copy	40 – 50¢ per color copy 10 - 15¢ per B&W copy (labor and paper not included)	25 – 35¢ per color copy 5 - 10¢ per B&W copy (labor and paper not included)
A page or pages on our website	\$12.00 per month	No Charge	No Charge
Website updates	\$80 - \$100 per update	No Charge - \$50 per update	No Charge - \$30 per update
Unlimited Email storage and addresses, with remote access	\$10 per month	No Charge	No Charge
An article in each email newsletter – 12 per year	\$100	No Charge	No Charge
An Article in each hard copy newsletter – 6 per year	\$300	No Charge	No Charge
Logo and name listed in each print ad for TFAC event that is chosen for the fundraising event.	\$875	\$200	No Charge
Logo and name listed in each of our brochures	\$500	No Charge	No Charge
Name and logo on banner advertising TFAC event that is chosen for the fundraising event.	\$125	\$50	No Charge
Logo/Name of organization on poster for TFAC event that is chosen for the fundraising event.	\$150	No Charge	No Charge
Administrative support and printed labels 3 times per year	\$500 - \$600	No Charge (paper supplies not provided)	No Charge
Public support and presence from TFAC at events			
One Year Estimates	\$3000 or more	\$400	\$105

Affiliate and Partner Commitments

Partners would:

1. Maintain their organization according to non-profit laws and regulations set by the federal and state governments.
2. Have their own non-profit number or have one within 2 years of becoming a partner.
3. Provide all logo and digital artwork for marketing purposes by assigned deadlines or relinquish benefits for the cycle.
4. Provide all text for website and newsletters by assigned deadlines or relinquish benefit for the cycle.
5. Publicly recognize TFAC's support in marketing documents when utilizing benefits.
6. Publicly support and provide a presence for each TFAC fundraising event..
7. Distribute all TFAC electronic newsletters and mailings to their mailing database or share their mailing list so that TFAC mail to them directly.
8. Provide 1:1 matching volunteer box office/ gallery staff for partnered events.
9. Allow TFAC to provide a liaison for the public portion of their board meetings.

Affiliates would:

1. Be responsible for all items listed above.
2. Be in a long term rental agreement (full or part time)

Optional Opportunities

1. Provide a liaison to attend the public portion of TFAC Board meetings to represent their organization
2. Have a presence on the TFAC Grassroots Grant Review Committee
3. Have a presence on the TFAC Development and Campaign Committees
4. Choose one TFAC event each season for a fundraising opportunity

