Presenting Sponsor Opportunity

The Kate’s Gala

Honoring Candice Bergen with the 8th annual Spirit of Katharine Hepburn Award

Saturday, August 26, 2023
As part of our ongoing stewardship of Katharine Hepburn’s legacy, the Kate presents the Spirit of Katharine Hepburn Award to an individual who embodies the spirit, independence, and character of the legendary actress.

2016 Dick Cavett
2017 Glenn Close
2018 Ann Nyberg
2019 Christine Baranski
2020 Cher
2021 Sam Waterston
2022 Martina Navratilova

The Spirit of Katharine Hepburn Award

It is our privilege to present the 8th annual Spirit of Katharine Hepburn Award to Candice Bergen. A true Renaissance woman, she is an acclaimed actress, author, artist, talk show host, and former model and photojournalist.

Candice Bergen shined as the feisty eponymous broadcast news legend of the critically acclaimed CBS comedy series Murphy Brown, for which she received five Emmy Awards and two Golden Globe Awards over the 10 year run. She served as an executive producer when she returned to that iconic role in the CBS revival in the fall of 2018. She starred that same year in the box office hit The Book Club alongside Jane Fonda, Diane Keaton, and Mary Steenburgen and this past May the same cast returned in its sequel Book Club: The Next Chapter.

Other film credits include Starting Over, for which she received a Best Supporting Actress Oscar nomination, Gandhi, Rich and Famous, Home Again, Sweet Home Alabama, and Miss Congeniality among many others. Additional television credits include Boston Legal, which garnered her two Emmy nominations as well as a Golden Globe and SAG nomination. Broadway credits include the original production of Hurly Burly, Gore Vidal’s 2012 production of The Best Man, and Love Letters opposite Alan Alda.

Bergen’s autobiography, Knock Wood, was released in 1984 to critical acclaim and became a New York Times bestseller, as did its sequel, A Fine Romance published in 2015. In 2017, she created Bergen Bags, a personal customization business for which she hand paints renderings of beloved images onto handbags with all proceeds going to charity.
The 2023 Gala

The Kate’s annual Gala is a not-to-be-missed event that attracts an enthusiastic audience of local and loyal patrons and business partners. As the Kate’s largest benefit event, proceeds support our diverse programming and arts education initiatives throughout the year. With the addition of the Spirit of Katharine Hepburn Award, the Gala has garnered media attention from local and national outlets.

TENTS ON THE PATIO AND LAWN
5:30 pm - Cocktail Hour+ with hearty, gourmet hors d’oeuvres, open bar, signature cocktail and Silent Auction

IN THE THEATER
7 pm - Welcome remarks
7:15 pm - Presentation of the Spirit of Katharine Hepburn Award to Candice Bergen* and interview
8 pm - Live Auction and Paddle Raise

TENTS ON THE PATIO AND LAWN
8:30 pm - Champagne toast, dessert, coffee and entertainment
9:00 pm - Silent Auction closes

*The award presentation and remarks from Ms. Bergen will also be streamed live.

ABOUT THE KATE

• The Kate first opened in September 2009
• 275+ of the highest quality artistic and cultural programs annually
• 53,000+ individuals attend each year
• 58% of patrons reside in the River Valley/Shoreline area or within 20 miles of Old Saybrook
• 52% of patrons are female
• 45% of patrons are between 25 and 54 years of age; 16% are over 65
• Contributes to the quality of life in our area as a resource and partner in the arts
• Contributes significantly to the local economy through residual patronage of restaurants, shops, and accommodations
2023 Gala Sponsor Opportunities

**Presenting Sponsor - $10,000**
- 10 tickets to the Gala including a Meet and Greet with honoree and premium seating in the first six rows for the award presentation ($1,000.00 value of goods & services)
- Presenting Sponsor recognition on the invitation, mailed to 500 households **(when confirmed by 6/30/23)**
- Presenting Sponsor recognition in print and electronic promotional materials and streaming content
- Full page color ad in prime position in the Gala program (4.75” wide x 7.5” tall) and the Kate’s Business Directory (distributed year round in the theater lobby)
- Inclusion in a press release distributed to local and national media outlets and promotional photo op
- Logo with hyperlink on www.thekate.org and the online auction site
- Opportunity for representative to deliver remarks to attendees and virtual audience
- Inclusion in the donor acknowledgement letter as Presenting Sponsor

**Producer - $5,000**
- 6 tickets to the Gala with premium seating in the first six rows for the award presentation ($600.00 value of goods & services)
- Logo recognition in print and electronic promotional materials and streaming content
- Full page color ad in the Gala program (4.75” wide x 7.5” tall) and the Kate’s Business Directory (distributed year round in the theater lobby)
- Inclusion in a press release distributed to local and national media outlets
- Logo with hyperlink on www.thekate.org and the online auction site

**Director - $2,500**
- 4 tickets to the Gala with premium seating in the first six rows for the award presentation ($400.00 value of goods & services)
- Listing in print and electronic promotional materials and streaming content
- Full page color ad in the Gala program (4.75” wide x 7.5” tall) and the Kate’s Business Directory (distributed year round in the theater lobby)
- Inclusion in a press release distributed to local and national media outlets
- Logo with hyperlink on www.thekate.org and the online auction site

**Program Advertiser - $1,000 full-page or $500 half-page**
- Full page (4.75” wide x 7.5” tall) or half page (4.75” wide x 3.6875” tall) color ad in the Gala program and the Kate’s Business Directory (distributed year round in the theater lobby)
- Inclusion in a press release distributed to local and national media outlets
- Logo with hyperlink on www.thekate.org and the online auction site
Sponsorship Response Form

Yes, I would like to be a sponsor of the Kate’s Gala on Saturday, August 26th!

Sponsor: □ $10,000 - Presenting    □ $5,000 - Producer    □ $2,500 - Director

Advertiser: □ $1,000 (full page)    □ $500 (half page)

Individual/Business Name: ____________________________________________________________

Contact: __________________________________________________________________________

Address: __________________________________________________________________________

City: __________________________ State: __________________________ Zip: ______________

Telephone: __________________________________________________________________________

E-mail: __________________________________________________________________________

Payment

□ Check made payable to “The Kate” is enclosed

□ Please charge $___________ to my V/MC/AMEX/DISC

______________________________________________________________________________________

Card #   Exp. Date   CVV Code

Cardholder’s Signature: __________________________________________________________________

Advertising artwork in pdf or jpg format may be emailed to robin.andreoli@thekate.org by August 4, 2023.

Please return this completed form to:

The Katharine Hepburn Cultural Arts Center
300 Main Street
Old Saybrook, CT 06475
or email to robin.andreoli@thekate.org