



A GUIDE FOR LUMINARIES

Get ready to shine bright like a diamond with this Guide!



DRUM ROLL, PLEASE Our table captains are now officially called **LUMINARIES!** ✨

Let's begin the journey of a Luminary

Thank you for joining us! **Luminaries** help us generate approximately 40% of the giving during this event. **Like you, the ART Rise Gala is successful because of our Luminary ART Stars!** We hope you will share your passion for the Greater Hartford Arts Council with your guests.

WHERE AND WHEN IS THE EVENT?

ART RISE – NIGHT OF A THOUSAND STARS

- **Thursday, November 7, 2024**
- **6:00 p.m. – 11:30 p.m. – doors open at 5:30 p.m.**
- **Ct Convention Center – 100 Columbus Blvd – Hartford, CT**
- **Cost of Event \$250.00 per person or at Table of 10 for \$2,250.00**

(As a thank-you for being a Luminary, your ticket is complimentary)

WHAT ARE LUMINARY'S ROLES?



As a shining star at the **GHAC Art Rise Gala**, you're not just attending – you're an Art Rise ambassador! Your mission? Gather a crew of 10 for the Night of a Thousand Stars event, with you at the helm. Feeling like teamwork makes the dream work? Grab a buddy to co-captain with you and spread the word about the Greater Hartford Arts Council. Let's light up the night together!

Get ready to shine as a Luminary! You'll be in the spotlight as one of our incredible partners, with your name up in lights at the event. As a Luminary Art Star, you'll snag a seat at a table packed with your favorite faces for a night to remember. You might even be paired up as a "co-captain" with a pal or family member, making the evening extra special with shared adventures. Your role as a Luminary Art Star is a big deal, and we're beyond thankful for your star power!

HOW TO INVITE GUEST

The Luminary To-Do List

IDENTIFY POTENTIAL GUESTS. Your role is to invite members of your community and networks to join you at the Art Rise Gala and to help influence support for GHAC.

Brainstorm a list of people you want to invite: friends, neighbors, and business contacts. Who are interested in partnering with art makers and shapers within the Greater Hartford community to elevate access to the arts and create a community of belonging.

Invite them in whichever way you feel most comfortable, whether by email, phone, or in person. Remember, your invitation should be personal. This is an opportunity to share what you love about Greater Hartford Arts Council and why you support us. You will also receive electronic versions of the invitation to send to your invites as a follow-up.

TIP: Schedules fill up quickly, so start inviting guests early! The sooner you start, the better!

WAYS TO PURCHASE TICKETS. You and your guests have several options for ticket payment:

- You pay for the entire table, inviting your guests at your expense.
- You pay for the entire table upfront and collect money from guests.

TIP: Please return the forms with guest information and payment by October 2024. Filling out the form makes sure your guests are quickly registered at the event.

- Guests can purchase tickets through the GHAC website at www.letsngoarts.org/Artrise.

INVITE YOUR GUESTS. Invite prospective guests over the phone, through email, or in person—whichever method you feel is most effective for your group. We found that phone calls followed by emails can be highly effective and garner faster response times.

TIP: Let your invitees know why you support Greater Hartford Arts Council.

If potential guests say they cannot attend, encourage them to still contribute to the success of the gala by making a donation.

FILL YOUR GUEST LIST. Tables accommodate 10 people, including yourself. To avoid having empty seats, we suggest you get 11 to 12 guests (from your prospects) to fill your table. If all guests show up, we will work to seat them at a table near you. (Contact us if you are short of 10 committed names. We will work to pair you up with a co-luminary!)

PURCHASING TICKETS.

- To pay for your entire table online (\$2,250 for a table of 10) or to direct your guests to pay for their tickets online (\$250 each), visit <https://letsgoarts.org/artrise>
- To pay for your table upfront by check, send it to **Greater Hartford Arts Council, 100 Pearl St., 12th FL, Hartford, CT 06103.**
- When your guests purchase their tickets online, guide them to choose their "**My Luminary Name**" from the dropdown menu.
- For your guests who choose to pay by check, please direct them to write your name as their **Luminary** in the memo section of the check.

LEAD A GENEROUS TABLE



Be transparent regarding the Gala's fundraising nature. It is essential to inform guests beforehand about the donation request. Consider disclosing your contribution level or articulating the reasons behind your support for the Arts.

Encourage guests to engage in various fundraising activities throughout the evening by contributing in the following manners:

- **Live or Silent auction**
- **Artist Gallery of donated art as part of the auction. Donated by a local artist**
- **Paddle Rise**
- **Text to Give**
- **Play That Song**

We hope your guests will be so inspired by the Greater Hartford Arts Council's work and impact that they will also choose to participate in the auction or give an additional gift.

REMINDERS & FOLLOW-UPS

REMIND YOUR GUESTS

Sometimes, people become occupied and overlook RSVPing even when they plan to come to the event. Confirming guest attendance is crucial. We will send email reminders regarding the event, which can be directly forwarded to your guests. A week before the event, reach out to all your guests via call or email to verify their attendance. Kindly remind your guests to bring matching gift forms from their companies.

POST-EVENT FOLLOW-UP

1. Greater Hartford Arts Council will thank your guests for their generosity, but the personal touch of a note, call, or email from you goes a long way.
 - **TIP:** Luminaries can also thank their guests in a special way when they arrive at the Gala with a welcome gift, note, or special surprise.

MAIL/EMAIL INVITATION TEMPLATE TEXT



SUBJECT LINE: Please Join Me at Art Rise – A Night of a Thousand Stars

Hi (NAME),

I am excited to invite you to join me at the Greater Hartford Art Council ART Rise- Night of a Thousand Stars. This event is a fantastic opportunity to celebrate the arts in the Hartford Region and have an amazing night out.

On Thursday, November 7, we will be entertained by exceptional artists, eat, drink, bid on exciting items, and check out incredible art for auction at The Connecticut Convention Center in Hartford, CT. It's sure to be a night to remember!

Tickets are \$250/person, and there will be other opportunities to donate during the event.

If you're interested, RSVP to me, purchase tickets at <https://letsgoarts.org>, and click on Art Rise – Night of a Thousand Stars. When you buy your ticket, please enter my name in the drop-down “table host/captain.”

I'm so excited to have you join me, and I can't wait to see you there!

Best,

[Your Name]

ART STARTS – NIGHT OF A THOUSAND STARS

The Connecticut Convention Center

100 Columbus Blvd | Hartford, CT

Thursday, November 7, 2024 - 6:00 p.m. to 11:30 p.m.

Email Invite OPTION 2

Subject: Join Me in Making a Difference

Hi [First Name],

ART RISE – Night of a Thousand Stars is an opportunity for us to stand together for a cause that matters deeply. As a Luminary representing the Greater Hartford Arts Council for this event. I invite you to join me at my table to celebrate and support the arts in the Hartford Region and have a fantastic night out.

Please RSVP by May 15 if you can join. Together, we can turn hope into success.

Best,

Your Name

ART STARTS – NIGHT OF A THOUSAND STARS

The Connecticut Convention Center

100 Columbus Blvd | Hartford, CT

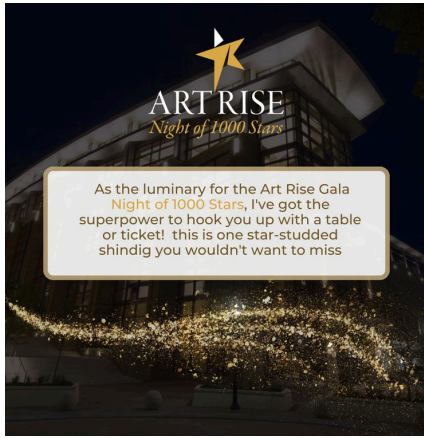
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ASSET LINKS & PROMO RESOURCES

Digital Applications

Show the brand's guidelines in action.
Include snapshots of resources that feature the brand's style.

Socials



Our Asset Library

| Brand Assets | Link |
|--------------------------|-------------------------------------|
| Luminary Online Tool Kit | Link |
| Social Media Kit | Social Media Assets |

Any Questions?

Email us at sweston@letsgoarts.org for any concerns or suggestions.