



## MorningStar Cultural Arts

(A 501C.3 100% volunteer charitable group since 1989)

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### **WIN: Turning Your Creativity into a Better Paying Career**

WIN 2007 Weekend:

**Savannah's first community based, non-profit women's arts festival!**

**Thursday, March 29 through Sunday, April 1, 2007**

#### [Matt Barry](#)

Assistant GM/Director of Sales and Marketing

Savannah Sand Gnats

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Dear Barry,

I was so excited that you were receptive to working with **WIN** to promote your opening day at our weekend festival--- just days before your season opener! Several ideas came out of our talk that I wanted to recap:

1. I have included an ad price list for our festival. We have banners and pocket schedulers and of course are looking for give-aways--- but are saving the back page of our Inaugural Festival Brochure for the Savannah Sandgnats! Our target market is 16 to 28 year old women, which is in keeping with Sandgnats priorities as well. There are two spots left on the \$5000 airport banner also, but for only \$1500 for a brochure ad, I think you would have greater visibility for your organization with the Savannah population. Alyssa Peck, owner of *The Little Black Book* is producing our inaugural festival brochure and can work with companies on the design of their ads.

So that brings us to:

2. May I suggest that in addition, the Sandgnats provide a workshop for emerging artists on Friday, March 30<sup>th</sup> (these run 60 to 75 minutes and are scheduled at the JEA—inside or using the fields or gym) or Saturday, March 31<sup>st</sup> (these are approximately 2-3 hours in length and are at your own facility). Though our target market is women, we do not discriminate and women and men of all ages are welcomed to participate. We are gearing the classes to people with a career interest in their art.

### Ideas:

If you had a practice scheduled for Saturday, the participants can watch the practice for a bit and then the workshop can introduce them to creative jobs that are offered in the field of baseball to support the team (graphic artists, billboard artists, publicity photography, etc.) Everyone knows "diamonds are a girl's best friend," but how can a girl get involved with the team if she is a trained artist? Another approach would be to have people interested in sports photography or film come out and record the team. Best submission could be used at a later date with name recognition for the photographer.

### What you get:

We are 100% volunteer, but we write great tax letters for your time and supplies and also provide great promotions for our workshop facilitators, our **WIN**-stars, or their companies (in this case the Sandgnats). All of our **WIN** Star bios and contact information will be listed in our booklet as our gift for this contribution. Your staff member conducting the workshop would need to fill out a short proposal form (attached) which basically tells me when and where and what they are planning. They need to furnish a headshot and bio by February 8<sup>th</sup> and list how they would like their promotional contact to read as well (e-mail, website or phone).

You know my husband Joel and I are season ticket holders and during the summer often donate Sandgnats tickets as give-aways to underprivileged communities, scouts and civic groups. I am an avid fan and really hope we can work together on this idea.

Great talking to you Matt. Thank you for considering this request,

*Carol*

Carol M. Towbin Greenberg  
Creative Director for MorningStar Arts  
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#### **A WIN-ing Glossary:**

**MorningStar Arts**, a 501C.3 100% volunteer charity, with an almost eighteen year history of service in the arts to the Coastal Empire loves to form coalitions that enhance access to the arts. We are excited about the potential impact this project will have for women (and men) in our community and beyond.

**The WIN Weekend** is the start of a two year event: the first year entrepreneurship in the cultural, performance and fine arts, the second is the arts and the electorate as a vehicle for esteem building and empowerment in 2008.

**Our goal** for both years is to have women not only voicing their aspirations, but also giving them concrete methods to make sure they are heard.

**Our WIN mission** is to celebrate and promote networking opportunities for women in the arts and encourage entrepreneurship.

**Our major target participants**, in keeping with Mayor Otis Johnson's initiatives, are young women between the ages of 16 and 28 entering the creative work force.

**Our vision** is to make sure they feel welcomed to add to Savannah's economic strength.

**Our partners:** Currently over a dozen governmental, civic, entrepreneurial organizations, with advisors from five area universities, support from five media stations, and now asking for support from the private business sector.