Dear Friends,

On July 8, 1984, five musicians of the Chopin Foundation walked onstage to perform the opening concert of An Appalachian Summer Festival. Since that historic summer evening 35 years ago, the curtain has risen on hundreds of great performances, and this annual arts celebration has grown from modest roots to become one of the nation's most highly respected regional arts festivals. This summer, the festival will showcase the music, dance, theatre, film and visual arts programming that has brought joy and inspiration to thousands of residents and visitors for 35 summers.

It is extremely rare for arts festivals to survive and thrive for more than three decades. The success and longevity of An Appalachian Summer Festival can be attributed in large part to the tremendous base of community supporters who have embraced the festival and feel a sense of investment in seeing it grow and flourish. Many patrons tell us that their passion for the festival is not due solely to its world-class performing and visual artists, but the way in which cultural programming unites our community and brings us together around a shared love of the arts.

To ensure that the festival continues to survive and thrive for the next 35 years, and beyond-- we need your support! Quality arts programming is expensive, and because ticket prices cover only about 43% of festival expenses, private support must make up the difference. Annual gifts from festival donors help to ensure a continued commitment to both quality programming and affordable ticket prices.

Please join us in supporting the festival's 2019 season by making a gift today. Your contribution may be received anytime through September 15th, 2019. However, it would be our honor to recognize your support in the 2019 Festival Playbill, and to do so, we must receive your gift or pledge by May 15th. Enclosed is a return envelope for your use.

Thank you in advance for your support of the festival that enriches our community and makes life in North Carolina's High Country so special. We look forward to seeing you soon and celebrating another wonderful summer together!

Most cordially,

Lynn Eisenberg                                      Kent Iarbutton
Chair, Festival Advisory Board                    Vice-Chair, Festival Advisory Board

AppSummer.org
Points of Pride:

- Foundation in classical/chamber music
- Commitment to affordable ticket prices and free events, ensuring arts access for all
- Track record of artistic excellence
- Programming that emphasizes education and enrichment— not just entertainment
- Diverse audience comprised of community members, seasonal residents and visitors
- Opportunity to showcase the campus and resources of Appalachian State University
- The best of both worlds— world-class programming in a beautiful mountain setting
- Events that bring the entire community together
- Strong sense of “ownership” by festival audiences
- Advisory Board that creates a strong link between the festival and the larger community
- Partnerships with campus and community groups that broaden its base of participation
- Important role in promoting tourism and economic development for the region
- Commitment to seeing the arts grow and flourish while building the next generation of arts lovers— the arts audiences of tomorrow!

Over the past 35 years...

- 880+ arts events
- 7,100 artists featured
- 146 weeks of arts programming
- 682,000+ audience members in attendance
Benefits for Festival Supporters

**Chancellor’s Circle** ($10,000 and up)
- Artist “Meet-and-Greet” opportunity
- Access to Schaefer Center lobby for pre-concert or intermission reception
- Recognition on Schaefer Center donor wall throughout the festival season
- Reserved, numbered VIP parking space
- *Plus all benefits described in categories below*

**Artists’ Circle** ($6,000 - $9,999)
- Named performance or guest artist chair (with recognition in festival playbill)
- Opportunity for autographed performance program or headshot
- *Plus all benefits described in categories below*

**Bravo! Circle** ($3,000 - $5,999)
- Two tickets to all on-campus festival events*
- Concierge service (seating consultation) with Sarah Heustess, Director of Sales and Patron Relations
- VIP parking privileges
- VIP seating at Holmes Center events
- *Plus all benefits described in categories below*

**Benefactors’ Circle** ($1,200 - $2,999)
- Donors at the $2,500 level and greater are eligible to receive the Chancellor’s Society Parking Pass (on-campus parking privileges)
- 35th anniversary t-shirt (upon request)
- *Plus all benefits described in categories below*

**Patron** ($600 - $1,199)
- Invitation to 35th anniversary reception
- Two tickets to a Broyhill Chamber Ensemble performance* (upon request)
- *Plus all benefits described in categories below*

**Contributor** ($300 - $599)
- Opportunity for private backstage tour (upon request)
- 35th anniversary lapel pin
- *Plus all benefits described in categories below*

**Friend** ($125 - $299)
- Email notification regarding upcoming events (include email address and opt-in on reverse side)
- Festival decal
- *Plus all benefits described in categories below*

**Member** (up to $124)
- Recognition in annual festival playbill (for gifts made before May 15, 2019)
- Advance email announcement of festival season

*Ticket premium may apply*
An Appalachian Summer Festival Donation Form

Name

Name, as you wish to be recognized in donor listings

Address

City
State
Zip

Phone Cell

Preferred email address

☐ Yes, I would like email updates from the Office of Arts & Cultural Programs
☐ Please list my gift as an anonymous donation
☐ Gift is in honor of ___________________________/in memory of ___________________________

I would like to become a festival supporter (Benefits are described on the reverse side.)

☐ $10,000 ☐ $3,000 ☐ $600 ☐ $125 ☐ $25
☐ $6,000 ☐ $1,200 ☐ $300 ☐ $50 ☐ Other $______________

☐ I wish to continue the above giving level annually for ________ years, including this year.
☐ I prefer to be contacted about making a gift through Appalachian State University's faculty and staff payroll deduction.
☐ I would like to opt out of ticket benefits (for full tax deductibility).
☐ I would like to be contacted about monthly bank drafts, gifts of stock and/or matching gifts.

Signature

Payment

☐ Check enclosed (Make payable to Appalachian State University Foundation, Inc.)

Please charge my credit card: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Credit Card Number

Expiration Date

Signature

☐ I prefer to be contacted for my credit card information. I have signed the line above.

Use enclosed envelope or mail to: Appalachian State University
Office of Arts & Cultural Programs
ASU Box 32045,
Boone, NC 28608

Your 2019 gift to the festival may be received anytime through September 15, 2019.
Gifts must be received by May 15, 2019 to be recognized in the festival playbill.

appsummer.org

Name a Seat!

Naming a seat in the Schaefer Center for the Performing Arts is a perfect way to celebrate your love of the arts, or to remember or honor a loved one, friend or family member. This time-limited opportunity is offered in observance of the festival's 35th anniversary.

For more information about this additional option available to our donors, contact Sarah Heustess, Director of Sales & Patron Relations, 828.262.2248, heustessse@appstate.edu.