



A MESSAGE FROM THE EXECUTIVE DIRECTOR



*“Imagination Is
More Important
Than Knowledge”*

—Einstein

The Arts Council of Kern is seeking HEROES FOR THE ARTS in our community. Please read through this packet to understand how you can help and how membership with the ACK benefits you.

Unfortunately, government cuts have eliminated the arts in most classrooms. We are filling the critical gap in our children’s education by sending artists into the classroom. Won’t you please invest in the students who will be your employees in the near future? When you decide on the recipients of your charitable contributions this coming year, please consider supporting the Arts Council of Kern by joining our organization. We are a non-profit organization which promotes the visual and performing arts in Kern County through primary education (grades K-12), advocacy, and technical assistance. You can choose from different levels of membership which all go to supporting the local arts scene.

Approximately 75% of our expenses and time are devoted to arts education. Research has shown that participation in the arts teaches students vital skills that are not developed through standard academic subjects. Reading, grammar, math, and science are all necessary courses. These subjects involve following defined rules, whereas art develops skills such as risk taking, analysis and synthesis of information, critical thinking, imagination, and self-expression. These skills not only build self-confidence, but they will give students the competitive edge required in our modern business world.

Thank you for your time. If you have questions, please call our Marketing Associate Carlin Jones at 661-622-4243.

Sincerely,

A handwritten signature in black ink that reads "Jeanette".

Jeanette Richardson Parks
Executive Director
Arts Council of Kern



BECOME A HERO FOR THE ARTS!

BECOME A MEMBER OF THE ARTS COUNCIL OF KERN.

Why The Arts Are Important.

The arts are important to our economy.

"We look to fund projects that we think will make the largest impact on a community's economic health, with special emphasis paid to business attraction and retention. Through this grant (For the 'Shining a Light on the Arts' mural), we can help the citizens of Bakersfield achieve the goals set forth in the Charette and Visioning process for downtown Bakersfield while fostering an appreciation of the arts."

— **Craig O. Schmidt**,
Public Affairs Director, PG&E

The arts are vital to basic education.

"We believe the skills the arts teach - creative thinking, problem-solving, risk-taking, team work and communications - are precisely the tools the workforce of tomorrow will need. If we don't encourage students to master these skills through quality arts instruction today, how can we expect them to succeed in their highly competitive business careers tomorrow?"

— **Richard Guinn, CEO**
Binny & Smith
From "Educating for the Workplace
through the Arts," published by the
Getty Education Institute for the Arts

Everything has beauty, but not everyone sees it.

— **unknown**

CHOOSE WHICH HERO MEMBERSHIP IS BEST FOR YOU.

\$3,000 or more MICHELANGELO

- Full page ad in directory (2 year shelf life)
- Quarter page ad in Arts Connection Newsletter (mailed to 1,200)
- Business name on sponsorship wall
- Hero certificate
- Free admission to all ACK events (i.e. Gallery Openings)
- Bring mixer to your business
- Business logo on ACK web site
- Name on list of sponsors on web

\$1,500 DA VINCI

- Half page ad in directory (2 year shelf life)
- Quarter page ad in Arts Connection Newsletter (mailed to 1,200)
- Business name on sponsorship wall
- Hero certificate
- Free admission to all ACK events (i.e. Gallery Openings)
- Name on list of sponsors on web

\$750 BEETHOVEN

- Quarter page ad in directory (2 year shelf life)
- Business card ad in Arts Connection Newsletter (mailed to 1,200)
- Business name on sponsorship wall
- Hero certificate
- Name on list of sponsors on web

\$250 PICASSO

- Business card ad in Arts Connection Newsletter (mailed to 1,200)
- Hero certificate
- Name on list of sponsors on web

**START BY FILLING OUT THE FORM
ON THE FOLLOWING PAGE.**



WHAT THE ARTS COUNCIL DOES.



ACK PROVIDES ART EDUCATION AND ENRICHMENT OPPORTUNITIES.

Celebrating 30 continuous years of service, the Arts Council of Kern provides access, advocacy and education in the arts and for the artists of Kern County, an area of desert, mountains, agriculture and small cities that is larger than the nation of Belgium.

The ACK was designated as a level four council by the California Arts Council in 2007 and 2008. We are the only rural county to receive this highest-level designation. In 2008, the National Urban Arts Federation, named the Arts Council of Kern one of the top 60 arts organizations nation wide.

For over ten years, we have sent visiting artists to public schools without arts curriculum. Embodying the California Department of Education's Visual and Performing Arts

framework, these artists are dancers, musicians, visual artists and theater artists. We also have provided videographers (*for whom a blend of theater and visual standards are derived*).

We also provide teachers with professional development programs on how to teach the arts, including poetry.

Other programs have included performances from Malian kora master Mamadou Diabate; latin-jazz pioneer Pete Escovedo; and Massachusetts poet Jack McCarthy. We have sponsored workshops with internationally renowned muralist Eloy Torrez. We have held readings for local and traveling poets in our gallery and recently produced a memorial reading, and a chapbook collection of poems by Bakersfield's unofficial

poet laureate, the late Helen Shanley.

Our senior staff is comprised of individuals who are not only experienced in arts administration but are veteran arts practitioners themselves. This, we believe, is the factor that has made us able to understand and respond to the needs and methods of artists of most disciplines and sub-genres.

Some of our main programs include:

- Artist in Residence Program
- Art and Energy
- Migrant Education Project
- Arts in Special Education Project
- Arts Mentoring: A Collaborative Project with Kern Regional Center



