



FIRST FORTY

40 California Businesses Driving the Arts Celebrating *40 years* of the CALIFORNIA ARTS COUNCIL

Join us for a *limited* time opportunity for a *limited* number of California businesses... **Will YOU be one of the First Forty?**

The California Arts Council was created in 1976 by then-governor Jerry Brown. We have a unique opportunity to celebrate our 40th anniversary with... you guessed it... current Governor Jerry Brown. **And you're invited!**

To celebrate our first forty years serving this great state, we are seeking forty California businesses to feature at an exciting anniversary celebration event on January 27, 2016 in Sacramento—and throughout the year! This offer is open to the first forty California businesses to say YES...

- **YES** my business relies on creativity, collaboration, and innovation
- **YES** I want my company to be known across the state as a socially-responsible corporation
- **YES** my company would benefit from a year-end tax-deductible contribution
- **YES** I'd like the California legislature, philanthropists, and VIPs to see my company's support of the arts and creativity in our state

FORTY CALIFORNIA BUSINESSES
FORTY ARTS PLATE VOUCHERS EACH
FORTY YEARS of CALIFORNIA ARTS COUNCIL

Purchases of the California arts license plate help us put arts programs in California schools — a great cause that your company can be proud to support.

JOIN FIRST FORTY

This unique opportunity is open to only forty California businesses – join the campaign to put more California Arts Plates on the road and support arts education today.

- **Simple Investment:** Join First Forty by purchasing forty Arts Plate Gift Vouchers before December 31, 2015 (\$2,000 tax-deductible contribution)
- **Unique Perks:** Distribute the vouchers in your community as client gifts, employee benefits, or in other unique ways
- **Statewide Marketing Benefits:** Get the most from your contribution with unique engagement and acknowledgement opportunities. (see back)



FIRST FORTY BENEFITS

When your business joins First Forty you'll help create a state of innovation and ensure that California continues to be a world leader in creative and innovative industries for generations to come.

- **Engagement** with the California Arts Council's 40th Anniversary Celebration Event taking place January 27, 2016 at the Crest Theater in Sacramento. The event will honor Governor Jerry Brown who created the California Arts Council in 1976 and attendees will include members of the California legislature, business leaders, heads of state agencies, artists, and more.
 - Inclusion in program advertisement and signage
 - Invitation for 2 to private VIP reception
 - VIP reserved seating for 2 at performance presentation
- **Acknowledgment** in First Forty press releases and media pitches
- **Acknowledgment** in First Forty social media campaign

Ready to join First Forty? Contact Caitlin Fitzwater at the California Arts Council at 916-324-6617 to buy your Arts Plate vouchers today.



For more information about the California Arts Plate, visit www.arts.ca.gov/artsplate

ABOUT THE CALIFORNIA ARTS COUNCIL

The California Arts Council is a state agency dedicated to advancing California through the arts and creativity by providing grant programs and services available to all of California's communities.

CALIFORNIA ARTS PLATE

Proceeds from sales and renewals of California's iconic Arts Plate support arts education programs for young people across California. The arts and arts education cultivate imagination, creativity, and innovation – key skills in the 21st century global economy. The Arts Plate is a key source of California state arts funding, generating about \$3 million per year for arts programs benefiting children and communities throughout the state.

THE ARTS PLATE GIFT VOUCHER PROGRAM



- **A unique gift:** The new Arts Plate gift voucher program is the first of its kind, allowing you to give the gift of California specialty arts license plates. Recipients will use their gift voucher to fully cover the purchase of their own unique Arts Plate, which will directly support California arts education and local arts programs for as long as it is on the road.
- **Tax-deductible contribution:** Arts Plate gift voucher purchases and subsequent license plate renewals are considered tax-deductible charitable contributions to the California Arts Council.
- **Giving that grows:** When a gift recipient redeems their voucher, their subsequent annual license plate renewals include a \$40 "specialty plate fee," the entirety of which is transferred directly to the California Arts Council in support of arts education programs across California.

