



We're turning a golf course into a mobile art and performance festival.

April 9, 2021



Artists from all different backgrounds felt the pandemic almost immediately. Gigs were cancelled, art shows were halted, and venues were shut down as COVID-19 swept through the community. Enter Reno's Lakeridge Golf Course, where we're turning a golf course into a safe place for live music, live theater, and more.

Art doesn't need a gallery, stage or studio. All it needs is an audience.

Fore the Love of Art turns the golf course into a drivable concert, theater and art show - no golf experience required! For \$85 per golf cart, attendee pairs will use their carts to drive to 20 minute performances at holes around the course. Unique acts will take place, from music to theater and more, appropriately distanced from the carts. Food will be included in the ticket price, along with a photo op and champagne toast. Attendees will have the chance to peruse art for purchase at the clubhouse while wearing masks and maintaining social distance.

Sierra Arts Foundation is turning a golf course into a mobile art and performance festival, no golf skills required.

Fore the Love of Art will be complete with theatrical performances, musical productions, and artist demonstrations. As social distancing has been found to trigger brain cravings akin to hunger, we hypothesize people may feel "starved" for contact and entertainment, making this event ideal for citizens with an appetite for safe entertainment options. Your organization could be at the forefront of a novel new event format that demonstrates Reno innovates in good times and bad.

Help us prove that Reno values its artists and will embrace it in good times and bad.

An event on-par with no other.

Hole 3 – Milton Merlos

Flamenco Guitarist

Did you miss out on an overseas vacation during the pandemic? Flamenco guitarist Milton Merlos will transport you to the shores of Spain within the first few chords of his act. Merlos realized his love of guitar at age 12, and soon after traveled to Spain where his commitment to the professional pursuit of this art form was born. He has since opened for such acts as Jay Leno, Jessy Cook, Ozomatli, Michael Franti, George Benson, Michael McDonald (from the Doobie Brothers) and Craig Chaquico. His act won't help your short game, but you'll remember his music long after you leave the course.

Hole 6 – Brüka Theatre

Theater Troup

It's been a while since the theatre has been a part of life, but the greens are reviving this important cornerstone of the arts by inviting the team at Brüka Theatre to delight you with their impressive craft and exceptional talents. Brüka Theatre began in 1992 as a small group of professional theatre artists who combined their artistic vision in the pursuit of high quality theatre. It has since expanded to include contemporary, classic and original productions for adult and family audiences and was named "Best Theatre Company" by the Reno News and Review for more than twenty years. Let's just say they'll chip in to making this experience one you will thoroughly enjoy.

Hole 15 – Champagne and Pictures

Enjoy a stunning view of the city of Reno with complimentary champagne and a photo op with a professional photographer. Commemorate your time on the green with imagery you can frame for years to come and be the first on social media to brag about your game... or attendance, rather.

Hole 7 – Keyser Soze

Reggae/Ska/Soul Band

Pump up the jam with Keyser Soze, an 8-piece band with a rocksteady sound mixed with jazz and soul influences that will lift your spirits so high you might not need a sand wedge to get out of the bunker. Originally formed by Jammal Tarkington and Rodney Teague, the band has made a strong presence for themselves on the West Coast. Their addictive sound has placed them in the position to share the stage with some of Tiger Woods-like headliners, including Michael Franti, The Wailers, Ozomatli, The English Beat, Toots & the Maytals, Steel Pulse, The Skatalites and Burning Spear. Rest assured, Keyser Soze's infectious style and performance will be an ace on the course!

Why support **Fore Love of Art?**

Besides being one of the few events artists can perform their craft in person, we are sharing a safe, repeatable way for other communities to put artists back to work. Proceeds will be routed to the Sierra Arts Foundation's ability to safeguard the future of art and artists in our area. Given this region spends \$89 million on the arts, making the art industry the fourth largest employer in the region, it behooves us all to ensure we find ways to employ artists now and forever.

Sponsorships Opportunities

We're looking to secure eight to 12 key sponsors, two to three per featured hole. Sponsors will be exposed to **up to 96, highly-attentive audience members** during the event and featured in all promotions in advance of the event. Materials can be included for provided so that guests can take home. Should audience allowances in Nevada expand, sponsors will not be charged additionally.

Sponsor Levels

Hole-in-One Patron

\$5000

Tee Signs
Inclusion in printed materials
Inclusion in all promotional materials
Social media promotions

Eagle Patron

\$2500

Tee Signs
Inclusion in printed materials
Inclusion in some promotional materials
Social media promotions

Birdie Patron

\$1000

Tee Signs
Inclusion in printed materials
Social media promotions

Ready to Join?

Name

Phone

Email

Company

Sponsorship Level

Card Number

Expiration

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Mail Checks To:

17 S. Virginia Street, Reno, Nevada 89502