



STEAM Educators

For Maryland's Future Innovators

August 29, 2018

Re: CLF CultureFEST GOAL

Dear CLF Schools' Communities of Volunteers, Philanthropists, Superstars, & Stakeholders!

SATURDAY, NOVEMBER 3, 2018 is the scheduled event date for our annual **CLF CultureFEST!** A celebration of culture, cider, cocoa, music, games, local vendors, silent auctions, raffles, and student performances, too! This is our largest platform/opportunity for CLF communities to **NETWORK** and **FUNDRAISE** together before the **APRIL 15, 2019 TAX DEADLINE**. Let's make it count for all our non-profit schools, PTOs, SGAs, PACs, & foundation.

If imagination is the power of creation, then imagine what WE WILL accomplish, together!

A successful CultureFEST takes a community to be a collective success for all participants and guests. We hope our schools took note that we've rescheduled this typical spring event to autumn to better coincide with our schools' establishment of school culture. Adding, Harvest time offers plenty of philanthropic or tax saving reasons to invite our supportive community to be a part of this cornucopia of culture. In a world of debatable public education quality, what local business leader wouldn't want to invest in and support their future employees, the next generation of Maryland's leaders, and arguably today's very real public educational success story(ies)?

MOMENTUM IS EVERYTHING: Build it. This year's CultureFEST is going to be off the charts. We're making sure of it by coinciding with an Autumn harvest theme and starting the planning NOW (well, we already started but now we need, YOU). And, it's not just CultureFEST or a school fundraiser we are talking about here. There are also countless community projects & needs to be met within and outside CLF schools. When we celebrate our harvest time with a spirit of gratitude, giving, & abundance, we hope to encourage everyone to get involved in any way they wish! Help reinforce the last 5 letters of the word *Community* so a new leaf turns to take on a more philanthropic color and mindset. When we engage with our communities served by our schools, say "thank you" often to all those countless individuals that make diverse communities like CSP & CMIT possible. Likewise, take the opportunity offered herein to invite your network to join our community by participating in (1) or more ways to support: 1 phone call, 1 fwd., 1 flyer, \$1, &/or 1 hour to help make CultureFEST a success.

HIGH EXPECTATIONS OF LAUGHTER: We've totally changed the way we produce CultureFEST in the hopes our schools embrace the new festival format. Our intentions are to inspire you to help take this annual event to the next level it deserves! That's also why we're going to need your help. This will be a seriously going to be way too much fun (and philanthropy opportunity for your groups) not to share in this excitement, together.

VOLUNTEERS: at least 50 Volunteers (including 10 volunteer TEAM LEADERS) are needed. We will schedule a minimum of 3 workshops prior to the event for folks to help with all the exciting details that go into the planning phases. Also, interested leaders should have some event hosting experience and work well

with other volunteers towards collective goals. Again, FIFTY (50) volunteers are needed for this year's annual CultureFEST committee. These TEAM members will have VIP access to our event, receive free event staff shirt, have their event meal provided by CLF, and other cool perks due to the nature of the spirit of giving & volunteerism.

What are some of the things volunteers will DO? Event logistics/planning support, food/beverage logistics, carnival games, decorations, fundraising/philanthropy, student performance support, student & adult volunteer team leaders, carnival game operator(s), auction support, crowd support, reception/host, emcee, traffic control, festival ambassadors, etc. **YES, CultureFEST is not only back for 2018, it's back but for the first time!** This festival you do not want to miss. CultureFEST is coming and it needs you and you and you and you. (and me too, oh YES, I'm first to sign-up and totally all-in!!!!)

Why do we need so many more volunteers this year? Because this is FUN on a scale with a HARVEST FESTIVAL atmosphere like we've never done before!!!!

THANK YOU for reading this message and, if you've made it here, I'd like to offer an incentive, a collective goal for all of us to work together towards.

PTO/SGA/PAC (all CLF schools at each Elem., MS, HS levels) \$\$\$\$\$ CAFE OF EIGHT \$\$\$\$\$: feedback from past events requested more viable ways to raise support dollars towards specific school programs within CSP or CMIT. For example, CSP has MS & HS and we realize there may be PACs, PTOs, or SGAs for each school level/program. This year, with philanthropy, curb appeal, and these 8 programs (2 Elem., 3 MS, & 3 HS = 8), CLF has designated a "Café of 8" and is turning over the festivals BEST LOCATION to these 8 groups. Our respective SGAs and PTOs will have the curb appeal & entire CMIT Cafeteria as a massive anchor for engaging arriving/exiting guests.

CLF EVENT GOAL: our collective, philanthropic event goal for this 2018 CultureFEST is \$20,000. CLF is investing \$10,000 into this year's CultureFEST in order to ensure our Community Partnerships Team, together with our 50 volunteers, create a new and improved CultureFEST we can, together, show our collective ability to produce a community event we are all proud of, excited to participate in, and displays the noteworthy difference when there is unity in the community from beginning to end.

Please, help maximize our potential to support these and many other programs by offering your time towards philanthropic, collective efforts today. If we collectively hit the \$20K goal I've set here in Community Partnerships, we'll not only help raise proceeds to sustain this and future CultureFESTs, but this year we've selected \$2,000 of the \$20K goal to be donated to a specific student-run high-school club. This club has garnered CLF PR's attention for their commitment to quality work and sacrifice to get things done. Congratulations to CMIT North HS Film Club! Let's hit our goal and help these students reach theirs, too!

As a FINAL INCENTIVE for our school communities to work together, please know that any amount above the initial \$10K CLF has spent (needed to recoup event costs), CLF Community Partnerships will allocate 2% of every additional dollar raised! So, anything we bring in above \$10K is an automatic 2% for each school! Again, 2% of CultureFEST proceeds will be shared with each of our schools, equally. FYI: 2% of 1 million = \$20K. Just saying...

Here's your 1-2-3 of the "ask" in this email message, simplified:

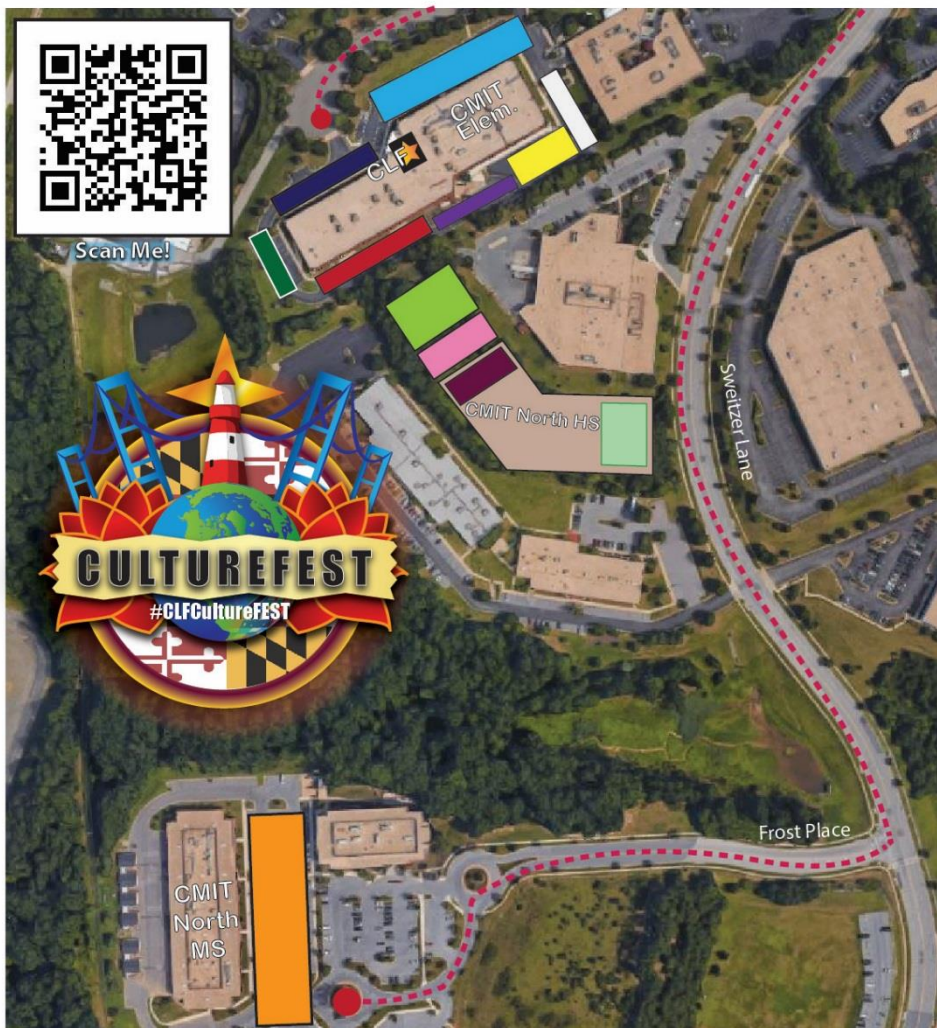
- 1) **Sign-up to volunteer.** (planning, day-of event, or BOTH!)
- 2) **Network with your NETWORK.** Reach out to local businesses/artisans. (While only 55 vendor spaces avail., this total would bring in \$10K of the \$20K goal without a dollar donated. So, if we sell-out of vendor space, we're 1/2 way there!
- 3) **Use this letter &/or attached flyers,** as needed, to engage with & garner Local, State, and American support for these world-class public ed. programs!

Thank you more than words express for your commitment to our non-profit, public K-12 STEAM Academies' community!

Warmest regards,

Mark J. Sutherland

Community Partnerships Director
Chesapeake Lighthouse Foundation
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Map & Key

-  Vendor Row
55 of your community's finest business leaders!
-  VIP: The Heart of our Harvest
-  The Cornerstone Silent Auction Hall
-  Event Parking
-  Vendor Parking
-  The Picnic Patch
-  Food Truck Train Stop & Fun Station
-  Fun Station
-  Fire & EMS
-  Gamer's Grove
-  CultureFEST Talent Show
-  Artisan Alley
-  Cafe of 8
-  Shuttle Route



CULTUREFEST

A cultural cornucopia is right around the corner!

10:00 AM - 4:00 PM SATURDAY, NOV. 3RD

FAMILY FRIENDLY • LIVE MUSIC • FOOD • GAMES • LOCAL VENDORS

EVENT/SHUTTLE DROP: 6151 Chevy Chase Drive, Laurel, MD 20707

<https://www.clfadvancedstudies.org/culturefest>



Vendor Zones

- Artisan Alley (Zone 5):** \$300 (walls, table & 2 chairs)
- Vendor Row (Zone 9):** \$400 (roof, walls, table & 2 chairs)
- VIP: The Heart of our Harvest (Zone 6):** \$500 (roof, walls, table & 2 chairs at prime location)

Early Bird Vendor Discount

Our 1st (5) five vendors (in each category) receives 50% OFF the standard booth price!

Artisan Alley	Vendor Row	VIP Vendors
\$300 \$150	\$400 \$200	\$500 \$250

****WANTED****

CORPORATE CO-SPONSORSHIP/ PARTNERSHIP

****FREE VIP BOOTH TO EVENT SPONSORS****

CLF is a 501(c)(3) company & your 100% tax-deductible philanthropy supports the #1 K-12 public STEAM programs across MD! Email msutherland@clford.org to contact our PR DIRECTOR for more info.

CultureFEST Address:
CLF's 250k sq. ft. STEAM Academy Campus!
6151 Chevy Chase Dr, Laurel MD 20707

Parking/Shuttle Point
CMIT Academy North MS
6100 Frost Place, Laurel, MD



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