GEELONG ARTS CENTRE
MEDIA RELEASE

13 OCT
2023

THE CHURCH GIVING CAMPAIGN

MAXIMISING OPPORTUNITIES FOR CREATIVES

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GEELONG ARTS CENTRE'S GIVING CAMPAIGN SET TO MAXIMISE OPPORTUNITIES FOR CREATIVES

Geelong Arts Centre is thrilled to today launch *The Church Giving Campaign*, inviting the Geelong community to contribute to transforming the interior of the Church, and in turn the artistic prospects of Geelong's incredible pool of creative talent.

The Church Giving Campaign focuses on the interior redevelopment of the mid-1800s Church located in the heart of the Geelong Arts Centre creative campus.

Building on the investment provided by the Victorian State Government and an array of generous donors, the campaign provides a chance to maximise opportunities for the next generation of artists and creatives with the implementation of a cabaret-style performance venue and artist support spaces.

The Church venue, through a grants and gifts program, would facilitate access and revenue streams for artists to participate in and contribute to the city's cultural scene. It would provide emerging talents with the resources, accessibility, and technical support necessary to develop groundbreaking work, whether in theatre, music, or other creative fields.

This inclusive and collaborative environment would foster the growth of Geelong's creative community, leading to the creation of innovative, thought-provoking art that enriches both the local culture and the economy.

In essence, this space is not just a physical location; it's a vital investment in the talent and creative spirit of Geelong, promising a future of artistic excellence and cultural enrichment for all.

The Church Giving Campaign is a heartfelt call to the community, seeking their support to add the final touch to an already remarkable redevelopment project.

With the community's backing, the campaign aims to secure the "cherry on top" that will elevate Geelong's arts scene to new heights.

By contributing to this cause, donors not only make an immediate impact but also leave behind a lasting legacy in the future of Geelong arts, ensuring that their support reverberates through time, enriching the cultural landscape and nurturing creativity for generations to come.

All donations over $2 are tax deductible, and there is a myriad of ways to contribute, including:

- *Name A Seat* – Starting at $750, have your name honoured through an engraving on a theatre seat across Geelong Arts Centre's major theatres - The Story House or The Play House.
- Giving Day (9 November 2023) - Using the power of collective giving, thanks to matched funding support, between 8:00am and 8:00pm

Issued by Georgia Allen, Communications & Social Media Lead - Geelong Arts Centre
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CREATIVE VICTORIA

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on Thursday 9 November, the impact of your donation will be doubled.

For more information and to donate, visit geelongartscentre.org.au

Detailed campaign information can be found over page.

- ENDS -

EDITOR'S NOTE

Interview and photo opportunities may be available with representatives including CEO & Creative Director, Geelong Arts Centre – Joel McGuinness, and Chair, Geelong Performing Arts Centre Trust – Lesley Alway.

Please contact Communications & Social Media Lead, Geelong Arts Centre – Georgia Allen to discuss further.

QUOTES ATTRIBUTABLE

"Supporting artists through a donation to the Geelong Arts Centre Church Giving Campaign not only contributes to fostering creativity and inclusivity but also enriches our community's cultural tapestry. Your contribution removes barriers to access and empowers talent, inspiring future generations and nurturing artistic excellence."

Quote attributable to Geelong Arts Centre CEO & Creative Director, Joel McGuinness

"Donating to Geelong Arts Centre's Church Giving Campaign is key to unlocking the potential of artists in Geelong, empowering them to transform their brilliant ideas into tangible creative realities."

Quote attributable to The Church Giving Campaign Patron, Rob Costa

DETAILED CAMPAIGN INFORMATION

GIVING DAY & MATCHED FUNDING

With support from major supporters, Geelong Arts Centre will hold their inaugural Giving Day on Thursday 9 November.

Using the power of collective giving, the Giving Day is our shared chance to shine a spotlight on the arts, empower artists, and fortify the future of cultural expression in Geelong.

With thanks to matched funding support between 8:00am and 8:00pm on Thursday 9 November, the impact of your donation will be doubled! That means your $100 contribution translates into $200 of support.

NAME A SEAT

Geelong Arts Centre believes in the transformative power of the arts and invites you to become a crucial part of this cultural evolution.

Through the *Name A Seat* campaign, you're not only investing in the arts, but also helping to build a thriving artistic community.

Each dedicated seat is a unique symbol of your commitment to the arts! Select your seat today and inspire the stars of tomorrow to light up the world.

Your name will be honoured through an engraving on a theatre seat across Geelong Arts Centre's major theatres - The Story House or The Play House.

Name A Seat pricing options, where you can choose from the following tiers:

- 'Platinum Premier' at $1,500 for an elite seat dedication

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- ‘Golden Encore' priced at $1,000 for a premium dedication
- ‘Silver Spotlight' at the standard rate of $750 for your seat dedication

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