LIVE! on CET has been a premier fundraising event for CET since 2005. Throughout the history of this event, we have been honored to recognize many local individuals’ contributions to CET. This year we asked ourselves, how do we revamp this event, engage the community and recognize Dr. O’dell Owens and his unmatched commitment to CET?
There comes a time in the history of an organization where looking back propels you forward. When you realize that the impact you have had in popular culture and even right here in our own hometown is profound and prolific.

**CET is ME**

*It is you.*

It is all of us coming together to tell the stories that move and inspire us.

Stories that remind us that we are more similar than different and what makes us different is what makes us unique.

We are ready to Sing the Queen City. Ready to go the distance in celebrating the very best of humanity and give a new generation a vehicle for hope and change.

A rich archive of history, perspective, culture and learning.

Please join us on our journey.

**Introducing CET is ME**

A rally cry that connects us. An experience that inspires us and a path forward to engaging the next generation of thinkers, doers and dreamers.
Brave Berlin

Looking to completely transform LIVE! on CET, BRAVE BERLIN, the creators of LUMENOCITY and BLINK were invited to help us ‘sing’ our own song.

With their help, we will offer an experience that will tell our story, past, present and future.

The experience will be highlighted by a ‘performance’ by some of our ‘closest’ supporters.

Thursday, September 23, 2021 – Saturday, September 25, 2021
Sponsor The Singing Mural

This mural is a fantastic ode to the Queen City’s rich arts and cultural legacy. Designed by nationally renowned artist and Cincinnati resident, C.F. Payne, this cast of characters represents the community coming together in celebration of the arts.

What song will they be singing? A selection that will be meaningful to our honoree – Dr. O’dell Owens! Depending on your sponsorship level, sponsor up to four mural characters that are meaningful to you.

Projection Mapping will animate the Singing Mural with Branded Totem

Top row, left to right: Cincinnati Arts Patron, Patricia Corbett; Sesame Street’s Grover; Phantom from Phantom of the Opera; Rock Artist, Elton John; Opera Singer, Beverly Sills; a euphonium player representing the Cincinnati Symphony Orchestra; Jazz Singer, Cab Calloway; the lead role from the opera, Madame Butterfly and Legendary Composer, Johann Sebastian Bach

Bottom row, left to right: Tchaikovsky’s Nutcracker to represent the Cincinnati Ballet; Opera Singer, Leontyne Price as lead role in Aida; beloved Cincinnati Pops Conductor, Maestro Erich Kunzel; Cincinnati Police Officer, Al Staples; PBS Icon, Mr. Rogers; the lead role from the opera Pagliacci; Cincinnati Broadcasting Legend, Ruth Lyons; a local youth and the Cincinnati Reds’ own Mr. Redlegs
Singing Mural Sponsorship Details

**Producing Sponsor - $20,000**
- Choose **FOUR** mural characters to sponsor – your logo will be displayed, offset from the mural, as your characters are featured during the performance
- Receive **100** on-air image spots broadcast on CET
- Your logo listed in all printed and promotional materials related to the event
- Your logo displayed on the polo-style shirts and the face masks worn by all volunteers during the event

**Platinum Sponsor - $15,000**
- Choose **THREE** mural characters to sponsor – your logo will be displayed, offset from the mural, as your characters are featured during the performance
- Receive **75** on-air image spots broadcast on CET
- Your logo listed in all printed and promotional materials related to the event

**Gold Sponsor - $10,000**
- Choose **TWO** mural characters to sponsor – your logo will be displayed, offset from the mural, as your characters are featured during the performance
- Receive **50** on-air image spots broadcast on CET
- Your logo listed in all printed and promotional materials related to the event

**Silver Sponsor - $5,000**
- Choose **ONE** mural character to sponsor – your logo will be displayed, offset from the mural, as your character is featured during the performance
- Receive **25** on-air image spots broadcast on CET
- Your logo listed in all printed and promotional materials related to the event
Additional Sponsorship Opportunities

**Sponsor the Mural of Dr. Owens - $2,500**

- Sponsor the creation of mural of Dr. Owens on the east side of the CET building. This mural will include images that will speak to the children of our city and Dr. Owens’ dedication to them. Your name will be included on a plaque that will be placed below this mural on the CET building.
- Your company name listed in all printed and promotional materials related to the event.

**Sponsor - $1,750**

- Your logo will be displayed throughout the venue, viewed by attendees as they move through the experience.
- Your company name listed in all printed and promotional materials related to the event.
To support CET is ME as a participating sponsor or for more information about submission deadlines, please contact CET’s Manager of Community Events, Mary MacDowell at 513-345-6579 or by email at mmacdowell@cetconnect.org.