

NOV. 11-12, 2016



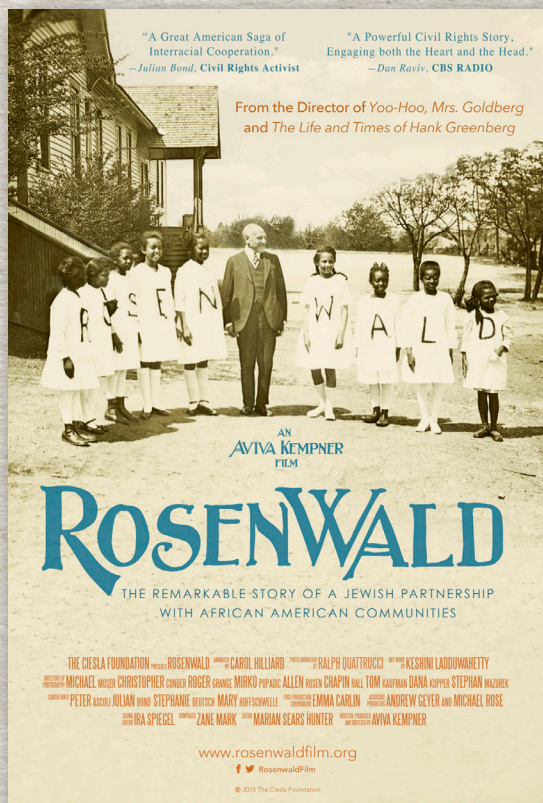
THE BIGGEST TICKET IN TOWN

The 92nd Anniversary and Celebration of the Fairview School



NOV. 11-12, 2016

SYMPOSIUM AND GALA WEEKEND NOVEMBER 11-12, 2016



Weekend events will begin with a Symposium at Berry College on November 11, where area college students and faculty will explore the footprints of the two titans, Julius Rosenwald and Booker T. Washington. The weekend will culminate on Saturday, November 12th at the historic Desoto Theatre with the northwest Georgia premier of the recently released film, *Rosenwald*.

Guests will be able to mingle with members of the Rosenwald and Washington families who will be on hand to share the fascinating story about the extraordinary life of Julius Rosenwald and his relationship with Booker T. Washington, a contemporary and close friend.

THE GALA ~ NOVEMBER 12, 2016

Please mark your calendar for the premier at the Historic DeSoto Theatre in Downtown Rome, GA.

Saturday, November 12, 2016
Private Patrons' Party 6 p.m.
Curtains roll up at 7 p.m.

Film provided by



**The National Center
for Jewish Film**
www.jewishfilm.org

PROCEEDS BENEFIT THE HISTORIC FAIRVIEW SCHOOL IN CAVE SPRING, GA

SCHOOL HISTORY

Like a giant that had been asleep for 60 years, the Fairview School campus in Cave Spring, Georgia, awakened to a different world in 2009 when it was lovingly dug out from underneath a sea of kudzu by alumnus of the school. The remaining structure, the first grade school building, has been deemed a 'Top Ten Place in Peril' by the Georgia Trust. Like other Rosenwald schools, it was decommissioned in 1954 when the E.S. Brown School was constructed in response to the *Brown vs. the Board of Education* landmark U.S. Supreme Court decision.

Jacquelyn Days Serwer, chief curator of the Smithsonian Institution's National Museum of African American History and Culture, stated that it is tremendously important that we preserve Rosenwald schools whenever they are found.

A Capital Campaign to restore the building is underway so that this important cultural asset, one of the few surviving examples of its kind, can become an interactive educational site for school groups. It is rare to find such an authentic site, especially one that is intact and almost 100 years old.

Not only did Julius Rosenwald provide seed funding for 5,300 schools in 16 rural Southern states, he also awarded fellowship grants to African-American intellectuals and artists, including such notables as: Opera Singer: Marian Anderson; Diplomat: Ralph Bunche; Civil Rights Activists: W.E. B. Dubois, and Julian Bond's father (Horace Mann Bond); Dancer: Katherine Dunham; Authors: Ralph Ellison, Langston Hughes, Zora Neale Hurston, James Baldwin; Photographer: Gordon Parks; Painter: Jacob Lawrence; and Sculptor: Augusta Savage.



Julius Rosenwald and Booker T. Washington, Tuskegee Institute 1915.
Courtesy of Special Collections Research Center, University of Chicago Library



L-R Stephanie Deutsche (wife of David Rosenwald), Jeanne Cyriaque (Georgia Historic Preservation Division), Robin Banks (great granddaughter of Booker T. Washington), Joyce Perdue-Smith (Fairview School Board), Mary Hoffschwelle (noted Rosenwald historian)



The first grade school building, the only remaining building



Alumni dig out their school by hand



Re-envisioned campus interpreting the original Rosenwald building



"Success always leaves footprints"

– Booker T. Washington



John and Barbara Ware

We are fortunate to have the Fairview School, one of the few remaining Rosenwald Schools in the United States, in our community. The 1924 campus was the hub of the local African American community and continues to be a source of pride and honor for those children, now adults, who were once students.

In 2014 more than 200 guests attended the 90th Anniversary Celebration and Gala. The success of that event is due to exceptional support from the local business community. It led to these accomplishments:

- 2015- Proud recipient of 1 of 13 Governor's Awards for our work in the Arts & Humanities, followed by a featured article in Georgia Trend magazine, a top business magazine.
- 2015 - Mobilization of 15 local organizations to rid the campus of more than six tons of kudzu.
- 2016 - Construction of a canopy over the original roof, pending stabilization of the building's fragile foundation.
- 2016 - Completion of an expanded Historic Preservation Plan, detailing construction and landscape requirements for the entire campus.
- 2016 - Completion of our archeological excavation to be presented at the Southeastern Archaeological Conference in October.

We are proud to announce that John and Barbara Ware will be our honorees for the Fairview School's 92nd Anniversary Celebration and Gala. As a leading corporate citizen, we kindly ask for your support as a sponsor of this landmark event and noble cause. By preserving the legacy of the Fairview School, we leave an indelible footprint on the importance of education for future generations, as did Martha Berry at Berry College. Included is a Priority Sponsorship List for your consideration.

We will follow up to discuss your level of interest and participation.

Sincerely,

Joyce Perdue Smith, Chairperson

PRIORITY SPONSORSHIP LIST LEVELS AND PRIVILEGES

PRESENTING \$10,000	<ul style="list-style-type: none"> • Logo and name recognition in all listings as a 'Presenting' level sponsor • Choice of 20 prime seats at the premier of <i>Rosenwald</i> • 20 tickets to the Private Patrons' Party where you will meet our special guests • Full page color advertisement (premium placement) in the evening's Playbook
EXECUTIVE PRODUCER \$5,000	<ul style="list-style-type: none"> • Logo and name recognition in all listings as an 'Executive Producer' level sponsor • Choice of 16 prime seats at the premier of <i>Rosenwald</i> • 16 tickets to the Private Patrons' Party where you will meet our special guests • Full page color advertisement in the evening's Playbook
PRODUCER \$2,500	<ul style="list-style-type: none"> • Logo and name recognition in all listings as a 'Producer' level sponsor • Choice of 10 prime seats at the premier of <i>Rosenwald</i> • 10 tickets to the Private Patrons' Party where you will meet our special guests • One - half page color advertisement in the evening's Playbook
DIRECTOR \$1,000	<ul style="list-style-type: none"> • Logo and name recognition in all listings as a 'Director' level sponsor • Choice of 8 prime seats at the premier of <i>Rosenwald</i> • 8 tickets to the Private Patrons' Party where you will meet our special guests • One - third page color advertisement in the evening's Playbook
SCREENWRITER \$500	<ul style="list-style-type: none"> • Logo and name recognition in all listings as a 'Screenwriter' level sponsor • Choice of 4 prime seats at the premier of <i>Rosenwald</i> • 4 tickets to the Private Patrons' Party where you will meet our special guests • One - sixth page color advertisement in the evening's Playbook
OPENING NIGHT \$250	<ul style="list-style-type: none"> • Logo and name recognition in all listings as a 'Opening Night' level sponsor • Choice of 2 prime seats at the premier of <i>Rosenwald</i> • 2 tickets to the Private Patrons' Party where you will meet our special guests • Listed in the evening's Playbook
CELEBRITY \$150	<ul style="list-style-type: none"> • Logo and name recognition in all listings as a 'Celebrity' level sponsor • Choice of 1 prime seat at the premier of <i>Rosenwald</i> • 1 ticket to the Private Patrons' Party where you will meet our special guests • Listed in the evening's Playbook

The Fairview-ES Brown Heritage Corporation is a 501(c)3 non-profit.
All donations are tax deductible. All Sponsors will be listed in the Gala's Playbook

**FOR MORE INFORMATION, PLEASE VISIT WWW.FAIRVIEWBROWN.ORG
OR CONTACT JOYCE SMITH AT HERITAGEWEEKEND@YAHOO.COM OR 706-232-0975**

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