

Tallac Association needs money for 2010

Dear Friend of Valhalla,

It's been a blur since the first June event of the 2009 Valhalla Arts, Music, and Theatre Festival. It was a great Thirtieth Anniversary season, but we're already looking to the future. Visit our website at www.valhallatahoe.com to learn more about our festive Holiday Faire November 20-22 and the elegant Holiday Gala on December 5.

Looking a little further ahead, we already know that next year's Festival will feature five theatre productions, the return of the Tibetan Festival and the second annual Latino Day. A great concert series, visual art exhibits, artists-in-residencies, and arts education programs for children and youth will round out the schedule.

We depend on a variety of income sources to support the Festival, and your membership contributions are crucial in two ways. First, cash flow tends to drop in the fall and winter, so your membership contribution will help right now. Second, your membership will provide valuable matching funds for the many grants we receive, greatly multiplying your contribution. TTA received over \$45,000 in corporate, foundation, and government grants this year. Several more grants are pending, and grant proposals are written continuously. Having a strong membership support base gives TTA an edge in the competitive grant market.

This year we've added a \$25 "Novice" category for seniors, teens, military, and students and we've greatly increased the membership benefits at the "Friend" (\$50) and "Thespian" (\$100) levels. Don't worry, though, if you can contribute at the "Patron", "Star", or "Buscaglia" level, you're still

getting the best deal!

Here's another approach to consider: Maybe you can only afford \$25 right now. If you add to your membership periodically, we'll give you the benefits of your total membership contribution when the 2010 season begins. For example, you can send us \$25 for four months and get a \$100 "Thespian" membership for a total of seven tickets. That's three extra tickets for Festival events. Plus, for any membership contribution of \$25 we'll send you a bookmark that will remind you of the Valhalla Festival each time you read. For membership contributions of \$100 or more received by December 31, we'll send you a 2010 desktop calendar featuring Tahoe photography. The bookmark and calendar are designed by our Cultural Arts Store manager Sandy Ruacho.

Call us at (530) 541.4975 and we'll charge your membership to your credit card.

Steve Farnsley, executive director