

Opportunities

All major contributors will receive recognition for their support in the exhibit's printed materials. Lead donors have the option of using their support to establish named sponsorships.

- \$25,000 will underwrite the cost of a special, magazine-format gallery guide that will be distributed at all of the exhibit venues to an estimated 25-30,000 visitors and guests.
- \$20,000 will cover the cost to the Georgia Humanities Council of securing the traveling exhibit from the Smithsonian Institution.
- \$15,000 will subsidize the fees for the scholars and academic interns who will provide all of the required background research and copy for the gallery guide.
- \$10,000 will pay for souvenir mementos (e.g., treble clef key chains) for distribution to visitors and guests
- \$5,000 will help to support a special website about New Harmonies
- Other opportunities for lesser sponsorships also exist.

Please give serious consideration to how you can help make the New Harmonies program a resounding success and a tribute to the heritage of Georgia's music.

GEORGIA HUMANITIES COUNCIL

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The Case for New Harmonies

Scratch the surface of Georgia, and you'll hear music. Throughout the largest state east of the Mississippi, the sounds of melody and harmony abound. They come in many forms and keys: shape note singing, hip hop, the blues and bluegrass, black and white gospel, rock'n'roll, and the classics. The composers, writers, performers, and producers of this music have endowed us with a magnificent gift that has helped to shape who we Georgians are.

This artistic heritage is cause to celebrate, and the Georgia Humanities Council proposes to do just that. During the next two years, it will be touring the *New Harmonies: Celebrating American Roots Music* exhibit in 12 of the state's communities. This exciting program is a partnership with the Museum on Main Street program of the Smithsonian Institution.

See It

The centerpiece of the Smithsonian's traveling exhibit is an 800 sq. ft. set of eight panels, each of which highlights a different type of American "roots" music. In addition to the introductory panel with sponsor credits and a collage of recording album covers from many of the artists highlighted in the exhibit, the remaining interactive panels feature sacred, country, blues, and revival music, as well as panels titled "Stand Up and Sing Out" and "Preserving Roots Music." This last section includes a listening kiosk.



Feel It

But *New Harmonies* is about much more than an imaginative exhibit. The competitively selected towns will use it as a catalyst to promote a community-wide discovery, rediscovery, and promotion of the music that has its roots in their area. The resulting programs and performances will also serve as a magnet for cultural tourism that will attract music lovers and other visitors from around the state and the Southeast.

The recent GHC-sponsored *Key Ingredients: America by Food* tour from the Smithsonian's Museum on Main Street program won high praise from the Georgia Department of Economic Development and the Georgia Association of Museums and Galleries. Like *Key Ingredients*, *New Harmonies* is expected to increase visitation, funding partners, and visibility for the museums of the small Georgia towns and cities in which it

Support It

Like all of the programs sponsored by the Georgia Humanities Council, *New Harmonies* reaches out to new communities, brings together local resources for a shared purpose, fosters stronger public programs, raises the visibility of the humanities, and creates positive change.

The two-year road tour of *New Harmonies* will engage hundreds of volunteers throughout the state and will cost \$175,000. Leading the special campaign to raise these funds will be a team of leaders from the world of Georgia music.



2012

- **Calhoun** 4/14-5/16
- **Madison** 6/2-7/14
- **Darien** 7/21-9/1
- **Perry** 9/8-10/20
- **Moultrie** 10/27-12/1
- **Toccoa** 12/8-1/26

2013

- **Bremen** 2/9-3/23
- **Thomson** 3/30-5/11
- **Nashville** 5/18-6/29
- **Americus** 7/6-8/17
- **Waycross** 8/24-10/5
- **LaGrange** 10/12-11/26



Georgia Tour