

Arts Center &  
Children's Museum  
**NAMING  
OPPORTUNITIES**



**The Imperial Centre**

OPENING JANUARY 2006

## IMPERIAL CENTRE BRICK CAMPAIGN

### In Support of the Rocky Mount Arts Center and Children's Museum

Become a permanent part of the Imperial Centre for the Arts and Sciences by purchasing one or more brick pavers. Each sponsored paver will be a visible part of the Imperial Centre Boiler Room which will serve as the reception area for the entire complex.

Your contribution of **\$100 per brick** includes two lines of engraving (20 characters per line including spaces and punctuation). One additional line may be purchased for an additional \$25. Proceeds will help fund upfitting expenses for the facility of your choice, the Arts Center or the Children's Museum.

## MAIN STAGE THEATRE SEATS

Sit back and ENJOY THE SHOW!

Take a leadership role in the performing arts at the Imperial Centre by purchasing one or more of the 303 seats in the Main Stage Theatre. All seats will be designated on a first come, first served basis.

Your contribution of **\$500 per seat** includes three lines of engraving on a seat plaque. Proceeds will help fund the Arts Center's Main Stage Theatre.

The Imperial Centre Theatre, the only completely new construction on the site, features a house with tiered seating, a large glass lobby with attached exterior patio, a green room, group and private dressing facilities, and costume and scene shops. The theatre is located off the atrium of the Imperial Centre and will serve as the home of community theatre in Rocky Mount.



## STUDENT GALLERY PAINT CANS

PAINT the town!

Become a part of the hands-on Student Gallery at the Imperial Centre by purchasing a decorative paint can that will be displayed in the gallery. The colorful, drip-laden paint cans will feature a label emblazoned with the donor's inscription.

Your contribution of **\$100 per can** includes three lines of text. Proceeds will help fund the hands-on work stations in the Student Gallery at the Imperial Centre. The gallery will be located on the main floor of the art exhibitions building and will provide young visitors a place to create and explore different forms of visual and performing art.

All paint cans will be placed in random order and will be displayed for two years.

# DONOR FORM

Copies of this form will be accepted. All objects or facilities purchased with naming opportunity funds will become the property of the City of Rocky Mount. The inscriptions on all objects or facilities are subject to approval by the City of Rocky Mount Parks & Recreation Department.

Donor's Name \_\_\_\_\_

Donor's Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

**Yes, I wish to contribute to the following:**

- |   |  |
|---|--|
| <input type="checkbox"/> Arts Center Brick Paver                            | <input type="checkbox"/> Children's Museum Brick Paver |
| <input type="checkbox"/> Student Gallery Paint Cans                         | <input type="checkbox"/> Planetarium Seats             |
| <input type="checkbox"/> Main Stage Theatre Seats                           | <input type="checkbox"/> Hand Print Tile               |
| <input type="checkbox"/> Memorial Tree (call 972-1542 to complete donation) |  |

Other (please list naming opportunity) \_\_\_\_\_

For more information, or to discuss custom naming opportunities, call 252-972-1154.

**Please print or type up to 20 characters per line. Memorial Tree Program donors should call 252-972-1542.**

**Line 1** \_\_\_\_\_

**Line 2** \_\_\_\_\_

**Line 3** \_\_\_\_\_

Please send acknowledgement to \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

## ARTS CENTER DONATION

FRIENDS OF THE ARTS CENTER  
P.O. Box 4031  
Rocky Mount, NC 27803  
Credit Card Payment: 252-972-1163

## CHILDREN'S MUSEUM DONATION

FRIENDS OF THE CHILDREN'S MUSEUM  
225 South Church Street  
Rocky Mount, NC 27804  
Credit Card Payment: 252-972-1167

## CHILDREN'S MUSEUM NAMING OPPORTUNITIES

# SPACE

### **The Children's Museum Building - \$1,000,000**

Names the entire Children's Museum component including exhibition areas, classrooms, and offices.

### **The Planetarium - \$500,000**

Names North Carolina's only fully digital planetarium system, including the exterior wall of the room which houses it within the Children's Museum.

### **The "Live Animal" Natural Science Gallery - \$250,000**

Names the live animal enviroscares, interpretive and interactive exhibits, and displays that illustrate a comprehensive view of the diversity, and the delicate balance needed to support life on planet earth.

### **Space and Planetary Science Exhibits - \$100,000**

Names the 15 hands-on exhibits that convey the wonders of the universe to visitors at the Children's Museum.

### **The SciPlay (Early Childhood) Gallery - \$100,000**

Names the early childhood exhibit area of the Children's Museum which includes eleven interactive stations of learning designed to engage the museum's youngest scientists.

### **The Computer Lab - \$50,000**

Names the multi-station computer lab designed to help museum visitors become more proficient and adept computer users.

### **The Natural Science Resource Collection and Library - \$50,000**

Names the space designed specifically for educators and their students to research natural science and biological projects, lessons, and plans.

### **The Puppet Theatre - \$25,000**

Names the puppet performance space visited by hundreds of school children each year.

### **The Children's Museum Store - \$10,000**

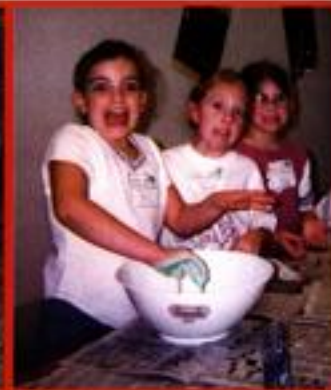
Names the space which will house the museum store.

### **The Children's Museum Reception Station - \$5,000**

Names the Children's Museum reception station.

### **Visitors' Benches - \$2,500**

Names one of ten visitors' benches located throughout the museum galleries on the 1st and 2nd floors.



### **The Sports Physics Gallery - \$100,000**

Names the exhibits which apply visitors' skills and knowledge of sports to science for a better understanding of the human animal.

### **The Outdoor Science Circus - \$100,000**

Names the courtyard area outside the Children's Museum which will contain interactive outdoor elements, such as whisper dishes, fossil wall, and outdoor classroom spaces.

### **The Traveling Exhibition Gallery - \$50,000**

Names the multi-functional area primarily used for temporary exhibitions and special programs.

### **The Natural Science Resource Computer Station - \$1,000**

Names the computer station on the Museum's 3rd floor which will be available for natural sciences research.

### **Animal Caretaker - \$500**

Names the individual who supplies veterinary care for the museum's live animal collection for one year. Acknowledgement will be provided on a plaque in the live animal area.

### **Animal Caretaker - \$500**

Names the individual who supplies food for the museum's live animal collection for one year. Acknowledgement will be provided on a plaque in the live animal area.

**The Craft Gallery - \$25,000**

Names the area dedicated to local, regional, and national artists working in fine craft.

## PERFORMING ARTS

**The Theatre at the Imperial Centre - \$1,000,000**

Names the entire main stage performing arts element of the Arts Center, including the stage, shops, green room, lobby and other spaces within the new construction.

**The Patio and Sculpture Courtyard - \$75,000**

Names the large brick patio adjacent to the Main Stage Theatre lobby and the sculpture courtyard nestled between the Education Center, the Children's Museum and the main stage theatre.

**The Main Stage Theatre Lobby - \$50,000**

Names the main stage theatre lobby that connects to a patio and overlooks the sculpture courtyard.

**The Main Stage Theatre House - \$50,000**

Names the 303 seat house of the main stage theatre.

**The Black Box Theatre - \$50,000**

Names the second stage theatre located in the Education Center.

**The Green Room - \$15,000**

Names the green room in the main stage theatre.

**The Paint Studio - \$35,000**

Names the space dedicated to painting classes, workshops and individual studio work.

**The Dance Studio - \$30,000**

Names the space dedicated to dance education for students of all ages.

**The Textile Studio - \$25,000**

Names the space dedicated to textile classes, Japanese Embroidery and meeting space for the Basketweavers Guild, the Piecemakers Quilting Guild, and the Embroiderer's Guild.

**The Youth Classroom (large) - \$25,000**

Names the classroom dedicated to arts education.

**The Kindermusik Studio - \$25,000**

Names the studio, office and waiting area dedicated to Kindermusik, an international developmental program for children.

**The Youth Classroom (small) - \$15,000**

Names the classroom dedicated to arts education for pre-K and elementary students.

**The Arts Library - \$15,000**

Names the Arts Center's library for visual and performing arts.



## EDUCATION

**The Education Center - \$1,000,000**

Names the building which contains all the Arts Center's classroom spaces, clay, textile and painting studios, and Kindermusik room. It also contains music rehearsal space, the black box theatre, dance studio and Arts Center library.

**The Clay Center - \$100,000**

Names the areas dedicated to clay programs including the kiln room, dry and wet glaze rooms, throwing/hand-building studio and outdoor kiln yard.

**Gallery Benches - \$2,000**

Names one of the benches, handmade by local artist Matt Gibson, located in various galleries.

**The Library Computer Station - \$1,000**

Names the computer station dedicated to arts research and the Arts Center's Permanent Collection.

**Sculpture Courtyard Benches - \$1,000**

Names the benches located between the Main Stage Theatre and the Education Center.

## IMPERIAL CENTRE NAMING OPPORTUNITIES

**\$500 - \$3,000,000**

The following naming opportunities are for areas within the Imperial Centre. For additional information or details about a specific naming opportunity, contact Marlene Payne at 252-972-1154.

### **The Entire Cultural Complex - \$3,000,000**

Names the entire unit, including the four main buildings, the plaza and all contiguous elements.

### **The Atrium - \$500,000**

Names the entire covered common area from which the public will enter three of the four major elements of the complex.

### **The Boiler Room - \$50,000**

Names the Imperial Tobacco Company boiler room, containing elements from the factory's boiler, which will serve as the reception and ticket area for all visitors.

### **The Bridge - \$25,000**

Names the second level walkway which connects the Arts Center galleries and the Children's Museum.

### **The Boiler Room Reception Station - \$5,000**

Names the reception station that occupies the boiler room. The station will serve as a reception and ticket area for all venues in the Imperial Centre.

### **The Smoke Stack Gate (medium) - \$4,000**

Names the metal work by North Carolina artist Jim Gallucci that highlights the view of the historical piping through the boiler room wall. This metal work is one of three metal works that will be featured in the atrium and boiler room.

## ARTS CENTER NAMING OPPORTUNITIES-VISUAL ARTS

### **The Arts Center Visual Arts Building - \$1,000,000**

Names the entire visual arts building which houses nine galleries, the Galleryshop, and administrative offices.

### **The Large Rotating Exhibition Gallery - \$60,000**

Names the main exhibition gallery of the Arts Center.

### **The Small Rotating Exhibition Gallery - \$25,000**

### **The North Carolina Gallery - \$35,000**

Names the 1st floor gallery dedicated to North Carolina artists.



### **The Imperial Tobacco History Room - \$5,000**

Names the core space that will house the history of the Imperial Tobacco Company and information about the preservation of the facility. This space is located between the entry hall and boiler room.

### **The Smoke Stack Gate (large) - \$5,000**

Names the metal work by North Carolina artist Jim Gallucci that highlights the view of the smoke stack through the boiler room wall. This metal work is one of three metal works featured in the atrium and boiler room.

### **The Multi-Cultural Gallery - \$25,000**

Names the area permanently dedicated to work by and /or connected to multi-cultural artists with a focus on African-American art.

### **The Area Artist Gallery - \$15,000**

Names the area dedicated to artists working in Edgecombe, Halifax, Franklin, Johnston, Martin, Nash, Pitt and Wilson counties.

### **The Student Gallery - \$25,000**

Names the area dedicated to work by students from Nash and Edgecombe Counties. The space will also feature a hands-on gallery and a young person's play theatre.

DANCE EXPERIN

# SCIENCE

## PLANETARIUM SEATS

Reach for the **STARS** and purchase a planetarium seat!

The stars are only a seat away when you purchase one of the 50 seats in the new digital planetarium in the Children's Museum.

For your donation of **\$1,000 per seat**, two lines of engraving with 20 characters per line, including spaces and punctuation, will be put on a permanent seat plaque. All seats will be designated on a first come, first served basis. Proceeds will help fund programs at the only digital planetarium in North Carolina.

## HAND PRINT TILES

Lend a helping **HAND**print !

Hand prints were a central decorative element at our old Children's Museum, and you can honor that tradition while building the future with the purchase of a hand print tile. The tiles will be displayed randomly throughout the Museum's public areas.

For a contribution of **\$100 per tile**, two lines of engraving with 20 characters per line including spaces and punctuation, will be put on a plaque.

Proceeds will help fund the permanent exhibits and displays at the Children's Museum.



## MEMORIAL TREE PROGRAM

In Support of the Rocky Mount Arts Center and Children's Museum

As part of the City of Rocky Mount Memorial Tree Program, patrons may purchase, for **\$150**, a tree and an engraved marker in honor or in memory of a friend or loved one. Installation is included. Each patron will select the tree type and location from a list of possibilities prepared by the City's horticulturist. Each tree will have a 10 x 5 1/4 inch granite stone marker installed at its base and each marker will be inscribed "In Honor of..." or "In Memory of..." The Parks Maintenance Division of the Parks and Recreation Department will install the trees and markers and be responsible for their maintenance.

The Tree Advisory Board will replace damaged or stolen trees and markers during the first two years following installation. The City may relocate trees and markers at its discretion as conditions warrant. The City Clerk's Office will maintain a permanent record of memorial trees, markers, donors, and locations.

# HISTORY

## Imperial Centre Origins

The Imperial Centre for Arts and Sciences will be on the site of the former Braswell Library and the Imperial Tobacco of Great Britain and Ireland Ltd: The Rocky Mount Branch. This branch is historically significant in that it played a major role in Eastern North Carolina's tobacco industry for over 65 years. The Imperial Tobacco buildings possess a high level of architectural significance. Over 90% of the industrial structures that survive today were built between 1903 and 1923. The architectural style is an industrial version of medieval Romanesque, based on European fortresses built in the 11th and 12th centuries.

The Imperial Centre consists of over seventeen, small and large, single or multi-story structures covering over half a city block. Purely industrial features include a 90 foot fire brick chimney, a 180 foot long steel coal conveyor, a 80 foot steel water tower, and a steel/brick boiler the size of a small house. All of these features are being preserved and will be key architectural elements in the new facility.

The Imperial Centre for Arts and Sciences will make use of Rocky Mount's original library, which will be used as an education facility. The first Thomas Hackney Memorial Library building, built in 1923, is a one-story brick structure which combines Neo-classical and Georgian revival elements. Additions to the structure were made in 1938, 1961, 1966 and, finally, 1985.



**City of Rocky Mount**  
**Parks & Recreation Department**  
331 North Franklin Street  
Rocky Mount, NC 27802