



One More Wave by Carolyn Johnson

**ARTWALK @ LIBERTY STATION  
AUGUST 12 & 13, 2017**

# 2017 EVENT SPONSORSHIP PROPOSAL





# ARTWALK @ LIBERTY STATION

## AUGUST 12 & 13, 2017

### ABOUT THE EVENT:

Celebrating 12 years, [ArtWalk @ Liberty Station](#) returns to the beautiful park setting of Ingram Plaza at the Arts District at Liberty Station, San Diego's flagship arts and culture district. A juried fine art show attracting artists from the US, Mexico, Australia and Europe, the festival offers art for the seasoned collector as well as the first-time buyer.

This FREE festival attracts a projected 30,000 affluent, well-educated attendees and takes place in August to attract more visitors.

A celebration of both visual and performing arts, the festival features musical performances by some of San Diego's top musicians.

More than 100 volunteers donate their time to ensure the festival is a huge success for everyone involved.

ArtWalk @ Liberty Station contributes more an \$700,000 to the local economy.



# ARTWALK @ LIBERTY STATION DEMOGRAPHICS

## HIGHLIGHTS

 **56%**

Female attendees

 **44%**

Male attendees

 **\$100K +**

33% of attendees earn more than \$100K

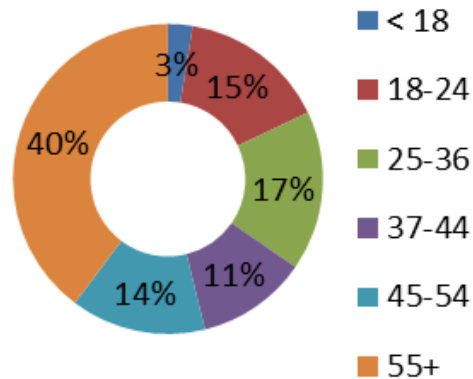
 **73%**

Percentage of attendees with College Degrees

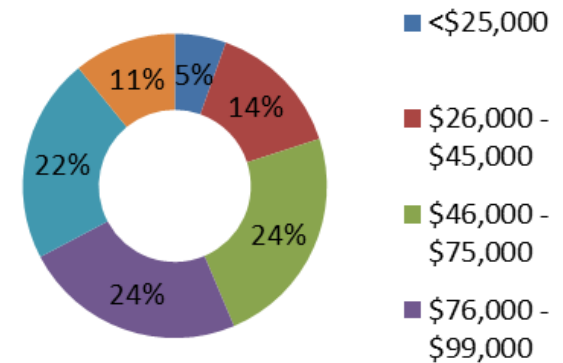
 **65%**

Percentage of attendees Between Ages of 37-55+

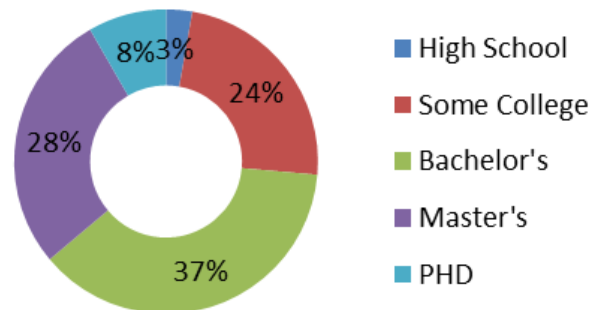
## AGE



## HOUSEHOLD INCOME



## EDUCATION LEVEL





LIBERTY  
STATION



## CURRENT & PAST CORPORATE & MEDIA SPONSORS



# MEDIA REACH



SAN DIEGO MAGAZINE  
Full-page ad August 2016

ArtWalk @ Liberty Station provides unsurpassed exposure through a variety of media outlets and marketing channels including but not limited to: TV, Radio, Local & National Print, Social Media, Blogs and more. *\*The chart below is an overview of the types of advertising and publicity that are achieved each year.*

Emails	Monthly Newsletter (subscriber list approximately 10K)
Print Advertising	San Diego Union-Tribune x 4 San Diego Magazine - Full-page ad San Diego City Beat x 3 San Diego Home/Garden Lifestyles
Broadcast Advertising	Numerous commercial spots on COX, CW 6
Radio Advertising	Numerous commercial spots on KPBS, KPRI, KYYX 93.3, 94.1, Magic 92.5
Postcards	30,000 - distributed throughout San Diego County
Posters	300 - distributed throughout San Diego County
Event Signage	Banners, event signage throughout venue
Social Media	Facebook total reach over 25,000 in August 97% increase in Twitter impressions 22% increase in Instagram followers

# SAMPLE MEDIA COVERAGE

Print Coverage	<p>San Diego CityBeat - cover &amp; full-page story</p> <p>Pacific Magazine - feature</p> <p>San Diego Uptown News - full-page spread</p> <p>San Diego Downtown News</p> <p>SD Reader</p> <p>Night &amp; Day/San Diego Union-Tribune</p> <p>Ranch &amp; Coast Magazine</p> <p>San Diego Home Garden Lifestyles</p>
Broadcast Coverage	ABC, CBS, NBC, KUSI, CW6, Fox
Online Coverage	<p>U-T, San Diego Magazine, Discover SD, NBC SanDiego, CW6, 102.1 KPRI, WHERE San Diego, Vanguard Culture, SanDiego.org, SanDiegoVille.com, SanDiego.com, ABC 10, KPBS, Del Mar Times</p>





# SPONSORSHIP OPPORTUNITIES

**TITLE SPONSOR (1 available | 5-year term).....\$55,000**

*Benefits:*

- Sponsor logo incorporated into official event name and logo design (*Sponsor ArtWalk @ Liberty Station*) including website address with official event logo on every page
- *Sponsor ArtWalk @ Liberty Station* name and logo on all postcards, posters, maps, print advertising, television commercial and signage throughout the event
- Message/banner ad in ArtWalk monthly email newsletters year-round
- Full panel ad in printed event map/guide
- Sponsor invited to act as spokesperson on morning news shows
- Link to sponsor website on our website
- Opportunity to have a prime, oversized display area on site to promote, sample, and/or sell products and services (area and size based on collaboration with sponsor)
- Opportunity to have a VIP area included at display booth or another area for clients and employees at the festival
- Performance art at event of your choice by amazing fast-painter Stephen Fishwick
- Promotional art incentive: Sponsor may offer customers a drawing for an original piece of artwork by an ArtWalk artist or artwork installation at sponsor's office or ArtWalk artist to teach art classes to employees
- Sponsor may incorporate employees into ArtWalk volunteer program
- VIP parking for (10) vehicles at event



# SPONSORSHIP OPPORTUNITIES

**PRESENTING SPONSOR (1 available | 3-year term).....\$30,000**

## *Benefits:*

- Company name mentioned in conjunction with ArtWalk (ArtWalk @ Liberty Station presented by Sponsor name) on all print, online and broadcast marketing materials
- Company name on message/banner/link in monthly email newsletters each month through January 2017
- Ad in event map/guide
- Opportunity to have a display area on site to promote, sample and/or sell products and services (size of exhibit depends on your needs)
- Promotional art incentive: ArtWalk will provide a piece of original art to use as an incentive for attendees/customers
- Sponsor may create a VIP area for customers at ArtWalk (logistics to be determined)
- (8) VIP parking passes for ArtWalk weekend





# SPONSORSHIP OPPORTUNITIES

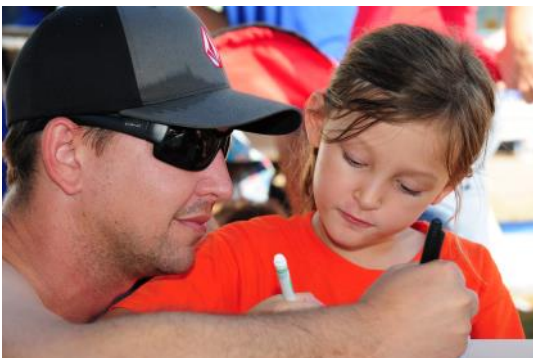
**AUTOMOTIVE SPONSOR (1 available | 1-year term).....\$15,000**

*Benefits:*

- Sponsor recognized as official Automotive Sponsor of 2016 ArtWalk @ Liberty Station
- Banner ad in ArtWalk monthly e-newsletter through January 2017
- Sponsor name on all postcards, posters, maps, print ads, television commercial and signage throughout event
- Link to sponsor website on our website
- Opportunity to have a display area for automobiles at event (area and size TBD)
- Opportunity to conduct test drives at a location mutually agreed upon and with venue approval
- Assistance from our team to help create an “art car” or other creative art-related activation
- (5) VIP parking passes for ArtWalk weekend



# OUR MISSION & OUR PASSION



ArtReach, founded by the ArtWalk team, is a not-for-profit 501c3 organization that takes professional visual artists into elementary schools county-wide, to deliver high quality art education workshops at schools that have no art resources.



ArtWalk supports ArtReach at every event through special raffles, fundraising projects, sponsor give-backs and artist generosity.

Sponsors may choose to incorporate an ArtReach component into a cause-marketing activation. Some examples include donations to ArtReach for new customer sign-ups, auto test drives, etc.

Our team will assist you in creating a custom incentive that supports ArtReach and also encourages new customers.



# ART-RELATED MARKETING OPPORTUNITIES AVAILABLE TO SPONSORS

Only ArtWalk offers customized art-related activities with your sponsor package!

- Consider a raffle of original artwork for customers
- Have attendees create a work of art at your exhibit space
- Reward your top customers with an art class taught by a professional artist
- Have an art reception at your office
- Engage your employees through a volunteer project with our ArtReach art education program

Possibilities are endless for customized incentives/activities built around art and artists. Think of our team as your resource for art-related activities to help market you to your customers.

## WE LOOK FORWARD TO YOUR ACTIVATION

Please contact us:

[info@artwalksandieg.org](mailto:info@artwalksandieg.org) | 619.615.1090

[www.artwalksandiego.org](http://www.artwalksandiego.org)



:artwalksd



*The Kiss* by Guillermo Munro Colosio

