

Capitola Plein Air 2018

Sponsorship Invitation

I am pleased to invite you to become a sponsor for the Fourth Annual Capitola Plein Air event hosted by the City of Capitola Art & Cultural Commission to be held **November 1-4, 2018**. This four-day event will bring together 40 regional artists for a juried art competition, exhibition, and sale. Thanks to our generous sponsors, this is a FREE event to the public, with hands-on art-making for all visitors, and live music.

By sponsoring the event, you demonstrate your commitment to our vibrant arts and cultural community. Sponsorship proceeds underwrite and promote the event.

Below you'll find detailed information about sponsorship benefits and our marketing plans to create a successful event. On behalf of the committee, I thank you for considering our invitation to become a sponsor and supporting your local community. We look forward to having you join us in November!

For more information about sponsorship, or the event, contact me at 408-605-2298 or rickgross49@aol.com.

With gratitude,

Rick Gross
Event Sponsorship Liaison

Sponsorship Benefits

DEADLINE FOR INCLUSION IN PRINT MATERIALS IS **AUGUST 1, 2018**

	Poster	Postcard	Website and Social Media	Event Banners	Verbal Mention at Exhibition	Your signage, cards, or brochures displayed at Exhibition	Your promotional materials given to event artists
\$1,200 Grand Sponsor <i>Logo Displayed</i>	✓	✓	✓	✓	✓	✓	✓
\$600 Blue Ribbon Sponsor <i>Name Displayed</i>	✓	✓	✓	✓	✓		

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Marketing Efforts Include:

- 10,000 Postcards delivered to arts organizations, Open Studios, and the participating artists own mailing lists.
- 250 Posters distributed throughout Capitola and Santa Cruz County.
- Local print media, television, and radio stations receive press packets with event and sponsor info, and Capitola's Public Television Channel 8 will also run event listings this year.
- Full color print ads in Santa Cruz Sentinel, and the free Open Studios guide with distribution of more than 25,000 copies.
- The Capitola Plein Air website (capitolapleinair.com) and Facebook ads.
- Last year we were highlighted in the Register Pajaronian, Plein Air Magazine's online version, Santa Cruz Sentinel Best Bets, Convention & Visitor's Council Hot Picks, And GoodTimes Santa Cruz! We were also heard on KPIG.



Here's how to get the most bang for your buck:

- Tell your customers how you're supporting our vibrant community by announcing your support for the event on your company's Facebook page and other social media accounts.
- Help get the word out by sending an email blast, or include us in your regular newsletter!
- Share links to our event on your website.
- Attend the plein air weekend, and join in the fun!

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Sponsorship Commitment Form

Please complete and return by **August 1, 2018** to receive all marketing benefits.

Send to: City of Capitola, ATTN: Larry Laurent 420 Capitola Avenue Capitola, CA 95010

SPONSOR LEVEL

My company will support the Capitola Plein Air festival on November 1-4, 2018 at the level of:

Grand Sponsor \$1,200

Blue Ribbon Sponsor \$600

Company Name _____
as it should be listed on promotional materials

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

LOGO

Please email your logo as a jpg or vector file to info@capitolapleinair.com before August 1, 2018.

PAYMENT

Check enclosed, payable to: *City of Capitola*

Signature _____ Date ____/____/____

Thank you for your generous sponsorship!