



Sponsorship & Advertising Opportunities 2015



Mission: To promote the production, enjoyment, and collaboration of the arts for the purposes of economic development and enriched quality of life in Pueblo.

Explorer's Guide/ Pueblo's First Friday Art Walk

This expanding event is a year round community initiative that Pueblo Arts Alliance promotes with marketing, leadership and coordination. An Explorer's Guide is printed biannually, April and November with at least 7,500 copies distributed at each printing. Sponsorships provide Arts Alliance with funding for additional bought media coverage, street performers May- October during art walk, and administrative expenses.



- \$2000- Sponsor recognition: Full color ad placement on outside back cover of Explorer's Guide for one six month printing, logo placement on print and on-line ads, logo placement on posters, and recognition in press release, logo placement on web page and in e-blast letters (one available at each printing)
- \$750- Sponsor recognition: Full color ad placement on inside front cover of Explorer's Guide for one six month printing, logo placement on posters, and recognition in press release. (one available at each printing)
- \$500- Sponsor recognition: Full color ad placement on inside back cover of Explorer's Guide for one six month printing, logo placement on posters, and recognition in press release. (one available at each printing)
- \$100- Ad only, color business card size (approx) on side panel of color fold out map. (six available at each printing)

VanGO Art Shuttle

The VanGO Shuttle provides free transportation on a 15 stop loop around the Pueblo Creative Corridor during every month of the First Friday Art Walk (12 events).



- \$1000- Sponsor recognition: One year sponsorship, logo placement on banners attached to VanGO and on VanGO Stop Signs (appx. 15-17) during First Friday Art Walk each month, logo placement on posters, print and on-line ads plus recognition in press release and on web map. (two available per year)
- \$500- Sponsor recognition: One year sponsorship for one stop on the VanGO route. You chose the stop along the already established route and it guarantees the stop will remain there for the year. This sponsorship includes your logo placement on a VanGO Stop Sign during First Friday Art Walk each month plus recognition in press release and on web map. (15-17 available each year)
- \$250- Sponsor recognition: One month sponsorship of VanGO, featured Sponsor banner with logo attached to VanGO during First Friday Art Walk one month, and recognition in press release (one available at each printing)

Street Beat, Summer Arts Festivities

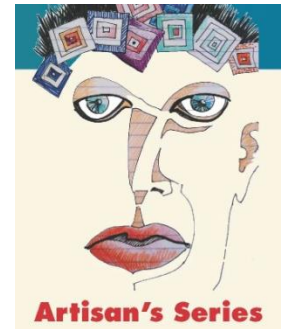
Pueblo is host to a unique outdoor arts scene—*Street Beat, Summer Arts Festivities*. Musicians, entertainers, and visual artists enchant Downtown, Union Avenue, Mesa Junction and the Riverwalk with free street performances and artists from June through September. Street Beat Auditions are held as a public event on the Pueblo Riverwalk, April 18. Schedule details will be available at PuebloArts.org.



- \$500- Sponsor recognition: Logo placement on posters, banners, performer signs, and Street Beat Web Page; recognition in press releases; Social Networking Links and event shares from Arts Alliance, Street Beat, and Creative District outlets; and 4 months of banner ads at PuebloArts.org.
- \$250- Sponsor recognition: Logo placement on posters; recognition in press releases; and 2 months of banner ads at PuebloArts.org.

Artisan Series

Focus of the three event series provides a closer connection between the community and the vibrant arts culture in the Creative Corridor with juxtapositioned entertainment and flavors from the Pueblo creative industries. The exciting programs scheduled for 2015 are: Floats and Aerialists, Brews and Ballet, and Salsa con Salsa.



- \$500- Sponsor recognition: Logo/Name placement for three events in series on posters, mailings, press release, and social media postings, plus 4 event tickets.
- \$250- Sponsor recognition: Logo/Name placement for one event in series on posters, mailings, press release, and social media postings, plus 4 event tickets.

Summer Art Bash 2014

From May through September, once a month, on the second Sunday, the Pueblo Creative Corridor will feature *Summer Sundays* in the Mesa Junction district, at the Rawlings Library.

- \$500- Sponsor recognition: Logo placement on posters, and advertising banners; recognition in press releases; Social Networking Links and event shares from Pueblo Arts Alliance; and 4 months of banner ads at PuebloArts.org.
- \$250- Sponsor recognition: Logo placement on posters; recognition in press releases; and 2 months of banner ads at PuebloArts.org.

Backstage Pass to First Friday Art Walk

The Backstage Pass connects the community with Arts Alliance's vision for the Creative Corridor. The event includes a themed activity, live local music, special Art Walk activities, and Silent Auction. The Backstage events take place on November 6, 2015.

- \$500- Sponsor recognition: logo placement on print and on-line ads, logo placement on posters, and recognition in press release, plus 10 Backstage Pass tickets.
- \$250- Sponsor recognition: Logo placement on posters and recognition in social media postings, plus 4 Backstage Pass tickets.



Yule Love It Downtown, Holiday Art & Shopping Crawl- November/December 2015

Four weekends of holiday activity in the downtown area. Downtown Pueblo comes alive with art, performers, activities and great holiday shopping in the Union Avenue Historic District and Main Street shopping areas. Downtown is brimming with local performing artists to help ring in the holiday cheer! Featured local artists include carolers, folklórico dancers, mariachi, and musicians.

\$1000- Sponsor recognition: Logo placement on print and on-line ads, logo placement on posters, and recognition in press release

\$500- Sponsor recognition: logo placement on posters, and recognition in press release



Additional Advertising Opportunities:

Advertising Banners on PuebloArts.org

- \$85/ One Month (1)
- \$200/ Four Months (4)
- \$250/ Six Months (6)
- \$450/ Twelve Months (12)

Additional ARTS ALLIANCE Support:

- Become an Arts Alliance Business Member
- Consider Matching Challenge
- Include information about Arts Alliance in corporate newsletter or mailings
- Contact Board Members or Executive Director for more opportunities

Donations to Arts Alliance are tax deductible and when over \$250 qualify for Colorado State Enterprise Zone Credit.