



Sponsorship & Advertising Opportunities 2016



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 in April and November, with at least 7,500 copies distributed at each printing. Sponsorships provide the Arts Alliance with funding for additional bought media coverage, street performers during First Friday Art Walks May through October, 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, recognition in press release, and 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)

Street Beat, Summer Arts Festivities

Pueblo is host to a unique outdoor arts scene—*Street Beat*. Musicians, entertainers, and visual artists enchant the Pueblo Creative Corridor with free street performances and artists from June through September plus, new in 2016, two hours of performances at every Farmers' Market at El Pueblo History Museum. Street Beat Auditions are held as a public event on the Pueblo Riverwalk, May 21, 2016. Schedule details will be available at PuebloArts.org.



- \$1000-** Sponsor recognition: Premium logo placement at top border of posters, banners, and Street Beat webpage; recognition in press releases; social networking links and event shares from Arts Alliance and Creative Corridor outlets; and 4 months of banner ads at PuebloArts.org.
- \$500-** Sponsor recognition: Logo placement on posters, banners, and Street Beat webpage; recognition in press releases; social networking links and event shares from Arts Alliance and Creative Corridor outlets; and 2 months of banner ads at PuebloArts.org.
- \$250-** Sponsor recognition: Logo placement on posters, and recognition in press releases.

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

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: Premium logo placement at top border of posters, banners, and Yule Love It Downtown webpage; recognition in press releases; social networking links and event shares from Arts Alliance and Creative Corridor outlets; and 4 months of banner ads at PuebloArts.org.

\$500- Sponsor recognition: Logo placement on posters, banners, and Yule Love It Downtown webpage; recognition in press releases; social networking links and event shares from Arts Alliance and Creative Corridor outlets; and 2 months of banner ads at PuebloArts.org.

\$250- Sponsor recognition: Logo placement on posters, and recognition in press releases.

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. Donations over \$250 qualify for Colorado State Enterprise Zone Credit.