



First Thursdays Art Walk Laguna Beach – Sponsorship Application Guidelines

FIRST THURSDAYS ART WALK LAGUNA BEACH MISSION STATEMENT

First Thursdays Art Walk's mission is to promote Laguna Beach as a leading year-round destination and community of fine art galleries.

We are a 501(c)(3) non-profit organization committed to supporting our member galleries; serving the community by cultivating an appreciation for the arts; and providing a high quality educational experience for art students through the annual Mentoring Program with Laguna College of Art + Design.

Since 1998, First Thursdays Art Walk member galleries and sponsors have benefited from a co-operative effort in providing Trolley service during First Thursdays Art Walk; by advertising in local and national media; and through creating a unique cultural experience for all First Thursdays Art Walk participants.

GENERAL INFORMATION

Sponsorship is a vital source of financial support for the First Thursdays Art Walk Laguna Beach and a valuable marketing opportunity for any organization. To that end, the First Thursdays Art Walk works closely with each corporate sponsor to establish a comprehensive benefits package that ensures prominent visibility among a vast and diverse audience. Client entertainment, advertising, public relations, marketing, and signage are but a few of the many recognition opportunities that may be included in a customized sponsorship plan.

Sponsorship is an important demonstration of your organization's commitment to enriching the lives of all our visitors through world-class art.

Brochure and Trolley

Dues and grants enable the Art Walk offer trolley service and the quarterly production of a high quality color brochure showcasing member galleries and sponsors.

As a sponsor, you will receive an email quarterly to update your photo and text. It is the responsibility of the sponsor to respond by the due date indicated on the form. It is important to respond by the due date to include a new photo and information.

The Art Walk brochure is a powerful marketing tool available to all member galleries, sponsors, and local concierges and the Laguna Beach Visitors Bureau (LBVB). According to the LBVB the Art Walk brochure is the most requested pamphlet by visitors!



Banners

A banner is printed and provided to member galleries and sponsors to display on the day of the Art Walk event. This announces to passers-by the upcoming Art Walk.

Window Decal

An Art Walk logo window decal is available to member galleries and sponsors. The decal can be displayed on your door or window as a reminder of the event, making it easy to identify yourself as a participating sponsor.

Free Shuttle

There are four shuttle busses available to Art Walk patrons that drive a designated loop through the city, from Jasmine to the Montage Resort as well as the canyon. Riders may board the shuttle at designated stops along the route. A map indicating these stops is located on the back of the brochure. The shuttle stops have been determined by the city and for legal and safety purposes are generally located at the regular OCTA or Laguna Trolley stops. The shuttle operates from 6:10 PM until 9:00 PM.

Website

The Art Walk URL is www.firstthursdaysartwalk.com, and is updated quarterly with new event information. Galleries and sponsors are included provided that their membership is current and listed in the brochure. Sponsors/Patrons, who sign-up on the site, receive monthly notices of the Art Walk and special events.

Use of First Thursdays Art Walk Logo

Sponsors must have Executive Board approval for the use of the official First Thursdays Art Walk logo on any printed or electronic media.

Monthly Enewsletter

First Thursdays Art Walk publishes a monthly enewsletter *Art Walk News*. Art Walk News is posted on the website and is sent out monthly to subscribers and participating sponsors and members.

Social Media

The Art Walk is active with social media. Sponsors may post their special events on Facebook, Twitter, and Instagram. The following are officially sponsored by First Thursday Art Walk.

- Facebook: @ArtWalkLagunaBeach
- Twitter - @LB1stThursdays
- Instagram - @FirstThursdaysArtWalk



Where We Advertise

- Laguna Coastline Pilot
- Laguna Beach Independent
- Visitors Bureau Guide
- Laguna Beach Magazine
- Local Arts
- Laguna Art Magazine

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The following newspapers may run their own story about Art Walk and listing of member galleries:

Laguna Coastline Pilot
Laguna Beach Independent
Laguna News Post (O.C. Register)

Publicity on Art Walk has also been seen in *American Airways Magazine*, *Art Talk*, *Gallery Guide*, *Art & Antiques*, *Art News*, *Avenues Magazine*, *Sunset Magazine*, *Southwest Art*, *C Magazine*, and *944 Magazine*. First Thursday's Laguna Art Walk has also been featured on Food Network's *\$40 A Day* and *Real Orange* on KOCE.

Levels of Sponsorship:

Level 1	\$50 month	Rotating square web ad.
Level 2	\$150	Static website banner
Level 3	\$100 / month (\$300 / Quarter)	Print Brochure ad Static website banner
Level 4	\$800 Quarter	Larger print brochure ad (Double the gallery ad size) Static website banner

Highly Suggested:

- Be in areas of art gallery traffic.*
- Promote your business and Art Walk by mailing brochures or postcards to customers.
- Include Art Walk info in your outgoing voice mail or answering service message.
- Refreshments
- Music
- Promote your Art Walk event in the Calendar section of publications.

* Please note the shuttle tram route runs between Viejo Street in North Laguna and Bluebird Canyon Road in South Laguna.



APPLICATION FOR SPONSORSHIP

Business Information

Business Name:			
Business Address:			
Business Phone:		Fax:	
Website:			
Social Media:	<input type="checkbox"/> Facebook	<input type="checkbox"/> Instagram	<input type="checkbox"/> Twitter <input type="checkbox"/> Vine
Business Description:			

Contact Information

	<i>Name</i>	<i>Phone</i>	<i>email</i>
Owner/Partners			
Art Walk Contact			

Sponsorship must be approved by the First Thursdays Art Walk Board of Directors. Please email your application with the required documents below to info@firstthursdaysartwalk.org

Please attach the following *required* documents:

1. Photocopy of your Laguna Beach Business License.
2. Business card

Once approved, please mail you application documents and a check to:

FIRSTTHURSDAYS ART WALK,
 PO Box 4654
 Laguna Beach, CA 92652



BOARD OF DIRECTORS 2015

Dora Wexell President	[seven-degrees] 891 Laguna Canyon Rd • Laguna Beach, CA 92651	(949)376-1555 ext.106 dora@seven-degrees.com
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