



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 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 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 email. It is important to respond by the due date to include a new photo and information in the brochure.

The Art Walk brochure is a powerful marketing tool available to all member galleries, sponsors, and local concierges and Visit Laguna Beach. According to VLB, 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 monthly event, making it easy to identify yourself as a participating sponsor.

Free Trolley Service

Free trolley service for First Thursdays Art Walk starts at 6:30 pm and ends at 9:30 pm. Trolleys begin at the Laguna Art Museum (north) and Bluebird Canyon Road (south). The trolley route runs as far north as Beverly Street/Cliff Drive, up Laguna Canyon Road as far as Canyon Acres, and south to Diamond Street. Please see the map in the brochure for more information.

Website

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

Use of First Thursdays Art Walk Logo

After receiving Board approval, Sponsors are encouraged to incorporate the official First Thursdays Art Walk logo on any printed or electronic media

Monthly E-newsletter

First Thursdays Art Walk publishes a monthly e-newsletter *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



Levels of Sponsorship:

Premier Sponsorship - \$5,000 yr./\$1,250 qtr. (1 available, first come, first served):

- Full page ad on back cover of quarterly brochure
- Separate ad placement on home page of website and on Sponsorship page
- Collateral materials distributed during Art Walk
- Special or event information distributed monthly in e-newsletter "Art Walk News" via email and online (website)
- social media posts (Instagram/Facebook)

Patron Sponsorship - \$4,000 yr./\$1,000 qtr (1 available, first come, first served):

- Full page ad in center of quarterly brochure
- Rotating ad placement on home page of website and on Sponsorship page
- Special or event information distributed monthly in e-newsletter "Art Walk News" via email and online (website)
- social media posts (Instagram/Facebook)

Benefactor Sponsorship - \$3,200 yr./\$800 qtr.:

- 1/2 page ad in quarterly brochure
- Rotating ad placement on home page of website and on Sponsorship page
- Special or event information distributed monthly in e-newsletter "Art Walk News" via email and online (website)
- social media posts (Instagram/Facebook)

Community Sponsorship - \$2,000 yr./\$500 qtr:

- 1/2 page ad in quarterly brochure
- Rotating ad placement on home page of website and on Sponsorship page
- Special or event information distributed monthly in e-newsletter "Art Walk News" via email and online (website)
- social media posts (Instagram/Facebook)

Sponsorship & 1,200 yr./\$300 qtr:

- 1/3 page ad in quarterly brochure
- Rotating ad placement on home page of website and on Sponsorship page
- Special or event information distributed monthly in e-newsletter "Art Walk News" via email and online (website)
- social media posts (Instagram/Facebook)

Highly Suggested:

- Promote your business and Art Walk by mailing brochures 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.



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**

*** If you give your completed information to an FTAW representative, please disregard the above.**



BOARD OF DIRECTORS 2018

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