



ART, MUSIC, FOOD, DRINK, CAMARADERIE  
SPONSOR PROSPECTUS



## BY THE NUMBERS

260

30,000+

3

\$1,575,000

3

2,000

25

66

30+

1

ARTISTS

PATRONS

LIVE ENTERTAINMENT STAGES

GIVEN BACK TO THE COMMUNITY  
OVER THE LAST 10 YEARS

DAYS OF LABOR DAY WEEKEND

VOLUNTEERS

VOLUNTEER AMBASSADORS

YEARS OF FUN FOR SAUSALITO

WINES & CRAFT BEERS

**GREAT SPONSORSHIP  
OPPORTUNITY!**

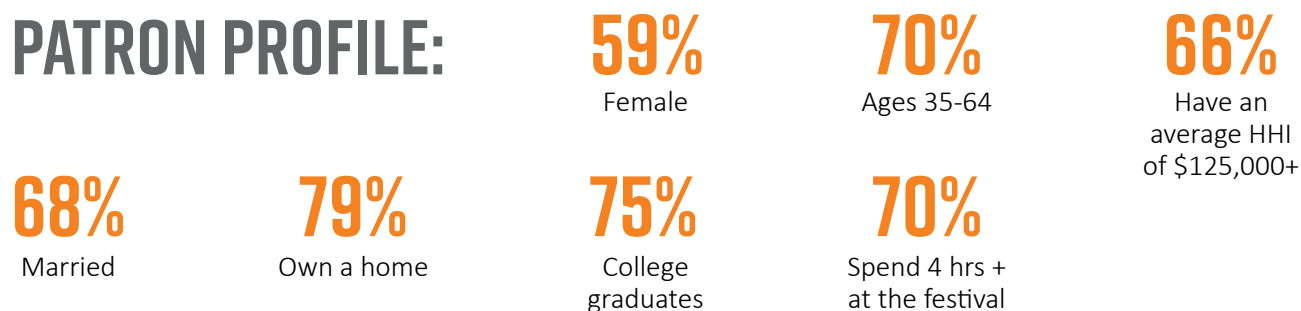
THE SAUSALITO ART FESTIVAL (SAF), HELD LABOR DAY WEEKEND ON THE BEAUTIFUL SAUSALITO WATERFRONT, IS ONE OF THE OLDEST AND MOST PRESTIGIOUS OUTDOOR ART FESTIVALS IN THE COUNTRY. IT HOSTS A LARGE AND AFFLUENT AUDIENCE FROM THROUGHOUT THE BAY AREA.

# YOUR OPPORTUNITY

POTENTIAL TO ENGAGE 30,000+ HIGH DISCRETIONARY INCOME PATRONS.

THEY HAVE THE WHEREWITHAL AND INCLINATION TO BUY.

## PATRON PROFILE:



## AND THEY SEEK FINER THINGS:



## BENEFITS. THE RIGHT KIND OF EXPOSURE!

Sponsors receive high value marketing, promotion, and exposure through paid and earned media efforts that will reach your intended target audience. We've crafted partnerships with major Bay Area print and broadcast media; our outdoor, on-line, print, and broadcast advertising campaign in support of the Festival is **valued at over \$500,000**; we've also developed complementary digital, on-line and social media campaigns across multiple platforms; plus numerous on-site signage and promotion opportunities throughout the festival grounds.

# SPONSORSHIP PORTFOLIO

**BUILD YOUR OWN**

## CUSTOMIZED SPONSORSHIP

The Sausalito Art Festival will work with you to build a completely customized sponsorship package designed to reach your unique marketing goals and objectives. Sponsorship packages range from \$500 to \$100,000+.

Or invest in one of the many packages we've developed for our prospective sponsors. The benefits afforded each level are found on the attached grid on page 6.

**INVESTMENT \$50,000**

## AFTER PARTY

One of Sausalito's only concert experience's, The After Party, will take place Sunday night after the Festival closes. We will create a night club concert venue in the gala tent featuring Grammy nominated artists. By becoming the After Party Sponsor, your business is featured prominently in the pre-promotion print collateral as well as on-site signage and event real estate.

**INVESTMENT \$17,500**

## VOLUNTEER CORPS SPONSOR

The success of the Sausalito Art Festival depends largely on the generosity of 1,800 volunteers who work tirelessly before, during, and after the event. As advances in technology decrease daily face-to-face interactions, SAF's volunteering opportunities provide our community with socialization, networking, the possibility of developing new skills, and a sense of community belonging.

**INVESTMENT \$15,000**

## CREATIVE CASTLE SPONSOR

For families with children between 3 and 12 years of age, Marinship Park will come alive with events taking place in the Creative Castle. Families can explore and participate in the joys of the creative process through educational arts activities with hands-on assistance from Bay Area art teachers and artists. They'll have the opportunity to create many artistic 'masterpieces' of their own.

**INVESTMENT \$15,000**

## AUTOMOTIVE

The Official Automotive Sponsorship opportunity is an exclusive sponsorship. As the Official Automotive Sponsorship, your company will receive category exclusivity, space on-site to showcase your vehicles (2) as well as prominent space in the marketing and promotional campaign.

**INVESTMENT \$12,500**

## **SAUSALITO ART FESTIVAL COMMEMORATIVE CUP**

Be the first Commemorative Cup Sponsors. Your logo will appear on 25,000 cups. Every attendee who purchases a beverage will receive a commemorative cup with their beverage. Three days with brand visible to over 25,000 attendees plus the 2000 person volunteer corp.

**INVESTMENT \$10,000**

## **PEOPLE'S CHOICE & ARTIST AWARD SPONSOR**

The People's Choice & Artist Awards recognizes 26 Sausalito Art Festival artists for their work. Our distinguished panel of judges will choose 25 deserving artists while SAF patrons will cast their vote for the People's Choice Award. The selected artists will receive a cash award and bypass the jury process the following year to return as award-winning artists.

**INVESTMENT \$5,000**

## **AMERICAN ICON ART COMPETITION SPONSOR**

The American Icon Art Competition is open to both professional and amateur artists throughout the world. An interactive, multimedia presentation is prepared to showcase winning entries and is exhibited in a dedicated presentation venue at the Sausalito Art Festival. The tile sponsor has naming rights to the Competition and all corresponding marketing efforts.

**INVESTMENT \$3,000**

## **VOLUNTEER AMBASSADOR SPONSOR**

25 Volunteer Ambassadors walk the grounds on behalf of the Sausalito Art Festival. They can wear your company's hats or buttons to identify you as a major supporter of the Festival. Your name will be associated with the festival in a way no other sponsor's will. Plus a plethora of other benefits.

**INVESTMENT \$2,500**

## **CONTRIBUTING SPONSOR**

This level was created to give businesses a bigger taste of the Festival. Your commitment to the Festival will be recognized and rewarded with more benefits than our entry-level sponsors and will additionally give you VIP status for one of the days of the Festival.

**INVESTMENT \$500**

## **SAUSALITO BUSINESS PARTNERSHIP**

The best, low-cost option for Sausalito businesses to show their support of the Festival; our window cling will identify you to the 30,000+ patrons as a champion for the big event. We'll distribute your business collateral, too!

# SPONSORSHIP BENEFITS

**SPONSORSHIP LEVEL >** PRESENTING SPONSOR (CUSTOMIZED) **\$100,000** AFTER PARTY **\$50,000** VOLUNTEER CORP **\$17,500** AUTOMOTIVE **\$15,000** CREATIVE CASTLE **\$15,000** COMMEMORATIVE CUP **\$12,500** PEOPLE'S CHOICE & ARTIST AWARD **\$10,000** AMERICAN ICON ART **\$5,000** VOLUNTEER AMBASSADOR **\$3,000** CONTRIBUTING **\$2,500** SAUSALITO BUSINESS PARTNERSHIP **\$500**  
**INVESTMENT >**

	PRESENTING SPONSOR (CUSTOMIZED)	AFTER PARTY	VOLUNTEER CORP	AUTOMOTIVE	CREATIVE CASTLE	COMMEMORATIVE CUP	PEOPLE'S CHOICE & ARTIST AWARD	AMERICAN ICON ART	VOLUNTEER AMBASSADOR	CONTRIBUTING	SAUSALITO BUSINESS PARTNERSHIP
	\$100,000	\$50,000	\$17,500	\$15,000	\$15,000	\$12,500	\$10,000	\$5,000	\$3,000	\$2,500	\$500
<b>PROMOTIONAL BENEFITS &gt;</b>											
<b>Category Exclusivity</b>	X	X		X				X			
• Naming Rights											
<b>On-site Collateral Presence</b>											
• 10 x10 booth space			X	X	X	X	X				
<b>Signage Provision</b>											
• Welcome Signs	X	X	X	X	X	X	X				
• Festival Grounds	X	X	X	X	X	X	X				
• Festival Maps	X	X	X	X	X	X	X				
• Creative Castle Banner					X	X	X				
• Activity Tents					X	X	X				
<b>Logo Placements</b>											
• SAF TV Advertising	X										
• Sausalito APP	X	X	X	X	X	X	X		X		
• Outdoor Advertising	X	X	X	X	X	X	X		X		
• 2000 Volunteer T-Shirts	X		X	X	X	X	X		X		
• Volunteer Recruitment Emails	X		X	X	X	X	X		X		
• Social Media Posts	X	X	X	X	X	X	X		X		
• Volunteer Training Video	X		X	X	X	X	X		X		
• Volunteer Handbook	X		X	X	X	X	X		X		
• Best of Ballots	X		X	X	X	X	X		X		
• Use of SAF Logo	X	X	X	X	X	X	X		X	X	
• Logo on Commemorative Cup										X	
<b>Audio Presence</b>											
• TV Advertising	X										
• Radio Advertising	X										
• Earned Media (PR) Efforts	X	X		X	X	X	X				
<b>Website Presence</b>											
• Links on SAF.com Page	X	X	X	X	X	X	X		X	X	
• Volunteer Page	X	X	X	X	X	X	X		X	X	
<b>Official SAF Guide (30,000 copies)</b>											
• Sponsor Recognition Page	X	X	X	X	X	X	X		X	X	Sausalito Business Page
• Ad in SAF Program Guide											
<b>Complimentary Tickets</b>	# TBD	# TBD	15 single day	10 single day	10 single day	10 single day	6 single day	4 single day	4 single day	2 single day	
<b>Commemorative Print</b>	2 framed signed	1 framed signed	1 framed signed	1 framed signed	1 framed signed	1 framed signed	1 framed signed		1 signed	1 signed	1 signed
<b>Window Cling</b>											X

# THE SAUSALITO ART FESTIVAL

**CONTACT US TODAY TO BUILD YOUR CUSTOM SPONSORSHIP PACKAGE!**

**Cindy Lerick, Executive Director**

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(415) 332-3555

Sausalito Art Festival Foundation

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[SausalitoArtFestival.org](http://SausalitoArtFestival.org)

Photography by Amy Hart



The Sausalito Art Festival Foundation is a 501(c)(3) non-profit organization and its mission is to encourage, promote, and support the arts for the community. All support goes directly toward the presentation of the annual Sausalito Art Festival and its cultural outreach programs and services presented throughout the year. Donations to the Sausalito Art Festival Foundation are deductible as a charitable contribution.