

ATLart[06]

SPONSORSHIP PACKAGE

January 25 through February 12, 2006

30 Events - 19 Days – 39 Galleries - 6 Museums - 56 Exhibitions - 11 Lectures

Project Description

ATLart [06] is the third annual, citywide celebration of the visual arts in Atlanta that engages our museums, non-profit venues, alternative spaces and fine art galleries. Unlike art fairs and other world tour art events, which become formulaic and hype the current trends, our event is designed to express our diversity, build our own sense of fine art and create community. As an annual event, **ATLart** attracts tourists, international visitors and art collectors in search of fine, contemporary, alternative and local visual arts.

ATLart [06] is organized and produced by the **Atlanta Gallery Association** (AGA), a non-profit professional association of Atlanta fine art galleries, in cooperation with all the other participants. AGA is engaged in promoting its member galleries, gaining recognition for the outstanding quality of our visual arts and expanding the reputation of Atlanta as the **Cultural Capital of the South**. To accomplish this we understand that mutually beneficial partnerships are crucial to our success. We have organized **ATLart [06]** as a forum for these partnerships, a tool for our objectives and a way to reach our target audiences. Our template for this annual event required we build the first citywide infrastructure for the visual arts. This is an amazing feat being performed by volunteers from the participating organizations.

Why partner?

Careful attention has been given to sponsor visibility, we are keenly aware that an ongoing relationship will facilitate both our sponsors' and our own goals.

Benefits to Sponsors

Art enhances lifestyle. Our sponsors will have the opportunity to associate their products and services with the rarity, integrity and allure of art. The level of education and attentiveness to culture distinguishes the audiences for this event. Because of art's broad appeal, **ATLart [06]** will engage all ages, both sexes and all ethnic groups. Our audiences are affluent, upwardly mobile, responsible and discerning. Our **ATLart [06]** sponsors will be noted as engaged in the concerns of contemporary society.

Atlanta is uniquely poised for cultural growth. The penetration level of contemporary visual arts is low given the city's demographics. This indicates a large potential market for art and, by association, products and services that are complementary.

Atlanta's Hartsfield – Jackson is one of the world's busiest airports. We are taking advantage of this situation by reinforcing that we are an easy destination. Using Atlanta's airport code ATL in tandem with the word "art" **ATLart [06]** signifies our understanding that success comes from partnerships. In 2006, the Atlanta Gallery Association will be supplying Delta's newest Crown Room on Concourse C with art from the various member galleries.

ATLart [06] is a remarkable opportunity for a company seeking to publicize itself. By becoming a sponsor our partners gain faster access to the audience we are reaching through our thoughtful programming, and extensive publicity and marketing efforts. The importance of our organization should not be overlooked. The importance of Atlanta as a visual arts community should not be underestimated.

How will the partner's money be used? *This dynamic event is an amazing opportunity for our sponsor to work with us and link our mutual ideas, products and image to a new and ever-expanding audience,*

Financial Objectives

Our goal is to maintain the importance and relevance of **ATLart [06]** as a third annual event so that we can continue our cultural development in 2007. We will do this by remaining under budget and demonstrating a financial benefit to Atlanta and our sponsors. Atlantans, tourists and art collectors will increase the flow of money to our hotels, transportation services, restaurants, specialty stores and other cultural attractions. We want the financial rewards of dealing in culture to be felt from the taxi driver to the CEO.

Organizing and producing **ATLart [06]** requires a sophisticated and appropriate image. The sponsorship money will be used to pay for the various direct mail marketing material, advertising, press and media relations, promotions and events. These include design, image, and printing, mailing costs, e-mail campaigns, banners and other promotions. A carefully considered advertising plan will bring notice to the event. Event costs, catering and receptions, security, one-time staff needs, cleaning services and general operational expenses constitute additional uses of sponsorship money.

We guarantee the utmost attention will be paid to judicious spending and the creative use of our funding. The volunteer labor of gallery owners, business people, curators, artists and the participating institutions will guarantee our sponsors the most cost effective way to publicize **ATLart [06]**. Our publicity team will prepare releases and media packages for distribution using a combined mailing list from AGA members and external professional resources. A carefully thought out budget will give structure to our marketing and design committee. We live in a give and take world and we understand our sponsors' success is our success.

SPONSORSHIP OPPORTUNITIES:

PRESENTING SPONSOR - \$5000 will receive:

- Full Page ad in Official ATLart[06] Program
- The use of Art House for Corporate/Social Events
- Company Logo on all printed materials at all events
- Company Logo on all print and e-based advertising
- Company Name, Logo and Link on the official ATLart[06] Website
- Name recognition as Presenting Sponsor in all verbal communications
- Recognition as Presenting Sponsor in all press releases
- (20) Tickets to Signature Opening Event of Art House – January 25, 2006
- (20) General Admission Tickets to visit Art House – January 26 – February 12, 2006
- (20) Tickets to ATLart[06] Patrons Preview Event at the High Museum – Date TBD
- (20) Tickets to the Art Papers Art Auction – February 11, 2005 (value of \$300) and
- Choice of Two Subscriptions and/or Memberships
 - Six month subscription to Art Papers Magazine
 - Museum of Contemporary Art of Georgia –MOCA GA “Family Membership”
 - Membership to Robert C. Williams American Museum of Papermaking
 - Membership to Michael C. Carlos Museum – Doric Level

Note: Presenting Sponsor will always be listed above any other sponsor at any event and be featured in special listing in event program.

SUPPORTING SPONSOR - \$3,500 will receive:

- Half page ad in Official ATLart[06] Program
- Listed as Supporting Sponsor with Logo on all printed materials
- Company Name, Logo and Link on the official ATLart[06] Website
- Company Logo and Link in prominent signage at Art House
- (10) Tickets to Signature Opening Event of Art House – January 25, 2006
- (10) Tickets to ATLart[06] Patrons Preview Event at the High Museum – Date TBD
- (10) Tickets to the Art Papers Art Auction – February 11, 2005 (value of \$300) and
- Choice of Two Subscriptions and/or Memberships
 - Six month subscription to Art Papers Magazine
 - Museum of Contemporary Art of Georgia –MOCA GA “Family Membership”
 - Membership to Robert C. Williams American Museum of Papermaking
 - Membership to Michael C. Carlos Museum – Doric Level

CONTRIBUTING SPONSOR - \$2,000 will receive:

- One Quarter page ad in Official ATLart[06] Program
- Company Name, Logo and Link on the official ATLart[06] Website
- Company Logo in prominent signage at Art House
- (5) Tickets to ATLart[06] Patrons Preview Event at the High Museum – Date TBD
- (5) Tickets to the Art Papers Art Auction – February 11, 2005 (value of \$300) and
- Choice of Two Subscriptions and/or Memberships
 - Six month subscription to Art Papers Magazine
 - Museum of Contemporary Art of Georgia –MOCA GA “Family Membership”
 - Membership to Robert C. Williams American Museum of Papermaking
 - Membership to Michael C. Carlos Museum – Doric Level

We hope you will strongly consider becoming a Sponsor of ATLart[06]. For more information please visit our website www.atlart.com or contact blake@pennhouseproductions.com