



# 2019 Sponsorship Opportunities

## 3rd Annual Boulder Plein Air Festival 24th Annual Open Studios Tour

*2019 events presented by Open Studios,  
a Boulder 501(c)3 nonprofit visual arts organization*



### Contact

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Executive Director

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### Boulder County Demographics

Population: **319,177**  
Bachelor's Degree or higher: **61%**  
Graduate/Professional Degree: **27%**  
Median Income: **\$62,797**  
Median Family Income: **\$92,951**  
Median Age: **29.9 years**

# 3rd Annual Boulder Plein Air Festival

April 28 - May 5, 2019

Boulder Plein Air Festival: April 28 - May 5  
Estimated attendance: 4,000-5,000

BPAF Exhibit Reception: May 3, 6pm - 8pm  
Rembrandt Yard Gallery & Event Center  
Estimated attendance: 400

BPAF Exhibit: May 3 - 5, 10am - 5pm  
Rembrandt Yard Gallery & Event Center Each Day  
Estimated attendance: 1,800

## Sponsorship Levels

Gold	\$7,500
Silver	\$5,000
Bronze	\$2,500
Partner	\$1,000
Friend	\$500

The 3rd annual Boulder Plein Air Festival (BPAF) brings artists from all over the country to Boulder to capture the amazing scenery that surrounds us here. It also creates opportunities for the public to participate, either through trying their hand at plein air art creation, learning about the benefits of creating outdoors, or cheering on their favorite artist at competitive timed paintings in public at locations around the city and county. The public will get the chance to purchase pieces they see created during the week at the culminating exhibit, held the weekend (May 3 - 5) of the festival at Rembrandt Yard Gallery & Event Center in downtown Boulder.

	\$500	\$1,000	\$2,500	\$5,000	\$7,500
<b>Print</b>					
Ad in official festival catalog. Distribution 5,000+	quarter page	half page	2/3 page	full page	full page
Logo in official festival catalog. Distribution 5,000+					
Logo placement in print ads		1	2	3	4
<b>Web &amp; Social Media</b>					
Banner ad with link on Boulder Plein Air Festival website ( <a href="http://www.boulderpleinairfest.com">www.boulderpleinairfest.com</a> )					
Logo with link on footer of every page on Boulder Plein Air Festival website ( <a href="http://www.boulderpleinairfest.com">www.boulderpleinairfest.com</a> )					
Logo with link on footer of every page on Open Studios website ( <a href="http://www.openstudios.org">www.openstudios.org</a> ) 15,000+ impressions every year					
Social Media cross-promotion: Social media mentions and promotion leading up to festival (Sponsor must supply offer and wording)					
Social Media: Mentions in social media (Facebook, Instagram, Twitter)					
Mentions in Boulder Plein Air Festival Press Releases					
Invitation to VIP preview reception	2	4	4	6	8
<b>Direct Access to Audience</b>					
Opportunity to headline and host an official BPAF event					
Opportunity for product distribution/sampling to BPAF attendees					

# 24th Annual OPEN STUDIOS Tour

October 4 - 20, 2019

Preview Exhibit: Oct 4 - 20

Galleries at Nalando Campus of Naropa University, 6287 Arapahoe Ave

Estimated attendance: 3,000-3,500

Preview Exhibit Reception: Oct 4, 5:30pm - 8:30pm

Galleries at Nalando Campus of Naropa University, 6287 Arapahoe Ave

Estimated attendance: 700-900

Tour: Oct 5 & 6, 12 & 13, 19 & 20, 12:00 pm - 6:00 pm

Estimated attendance: 7,000-9,000

## Sponsorship Levels

Platinum	\$10,000
Gold	\$7,500
Silver	\$5,000
Bronze	\$2,500
Partner	\$1,000
Friend	\$500

The Boulder OPEN STUDIOS Tour (OST) is Boulder's premier annual visual arts event, showcasing 100+ local artists. Visitors from locations all over the state and country come to experience the world of artists - what goes on behind the studio door, the creative process, the space in which they create. Many begin their journey by visiting the Preview Exhibit at the Museum of Boulder, where they can pick up catalogs and get a taste of each artist's work.

	\$500	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000
<b>Print</b>						
Ad in official tour catalog. Distribution 10,000+		quarter page	half page	2/3 page	full page	full page
Logo in official tour catalog. Distribution 10,000+						
Logo placement in print ads (cash sponsorship only)			1	2	3	4
<b>Web &amp; Social Media</b>						
Banner ad with link on Open Studios website, <a href="http://www.openstudios.org">www.openstudios.org</a> (cash sponsorship only)						
Logo with link on footer of every page on Open Studios website ( <a href="http://www.openstudios.org">www.openstudios.org</a> ) 15,000+ impressions every year						
Social Media cross-promotion: Social media mentions and promotion leading up to festival (Sponsor must supply offer and wording)						
Social Media: Mentions in social media (Facebook, Instagram, Twitter)						
Mentions in Boulder Open Studios Tour Press Releases						
Invitation to VIP "Meet the Artists" preview reception	2	4	6	6	8	10
<b>Direct Access to Audience</b>						
Opportunity to headline and host an official Open Studios Tour event						
Opportunity for product distribution/sampling to Tour attendees						