



La Jolla Art & Wine Festival

Benefiting the public elementary and middle school children of La Jolla

REQUESTS YOUR SUPPORT AND INVOLVEMENT

Join us for the fourth annual La Jolla Art & Wine Festival 2012 (LJAWF). This unique, two-day festival will be held in the Village of La Jolla on upper Girard Avenue the weekend of **October 13 and 14, 2012**, from 10am to 6pm, and will showcase over 150 outstanding, international, juried artists. A distinctive part of this festival is the Wine and Beer Garden, where patrons can sample fine wines and beers from the region. The event also features performances by local musicians and dancers, a silent auction, a family art walk, and talented emerging artists receiving scholarships. Attendance is expected to surpass 20,000 people, and we will market the event through print, broadcast, and online media outlets throughout California, Northern Baja and national tourism markets.

The LJAWF donates all its proceeds to La Jolla public elementary and middle schools, which are part of the financially troubled San Diego Unified School District. Funds raised through your participation will go to commonly underfunded programs at La Jolla, Torrey Pines, and Bird Rock Elementary Schools and Muirlands Middle School, including art, music, science, physical education, technology, and on-site medical care by a school nurse.

This premier fundraising and community event unites La Jolla and celebrates our artist colony roots. We look forward to supporting local businesses and raising funds for public schools through corporate sponsorships, ticket purchases, artist exhibition fees, and the silent auction.

For more information about sponsorship or silent auction opportunities, please do not hesitate to contact us at sponsors@lajollaartandwinefestival.com. After receiving your sponsor agreement, we will confirm and provide further instructions. We greatly look forward to hearing from you and appreciate your support.

Andrea Dahlberg
(858) 775.9059
acdahlberg@yahoo.com

Sherry Ahern
(858) 349.4769

Sponsorship Packages

Naming Sponsor \$30,000

This is an exclusive naming sponsorship for the **Title Sponsor** or the **Presenting Sponsor**.

Festival Sponsor \$20,000

This sponsorship level is exclusive to two main locations of the LJAWF. Two sponsorships are available – **Stage** and **Wine & Beer Garden**.

Event Sponsor \$15,000

These are two exclusive sponsorships for **Juried Artists** and Festival **Event Management**.

Jewel Sponsor \$7,500

- **Restaurant Row** – Section featuring all food at the Festival and frequented by all attendees.
- **Silent Auction Avenue** – Two separate silent auctions featuring local merchandise, gift certificates and juried artist artwork.

Village Sponsor \$5,000

These sponsorships give title rights to individual components of the Festival. Only one is available for each area listed. All sponsorships also include a booth the entire weekend of the Festival.

- **Artists' Cove** – Central area for the 150+ artists during the two-day festival, serving all of their needs including organizing check-in, providing water and snacks, and offering booth sitters.
- **Family Art Walk** – The area designed for the display and sale of school-age art from students representing all elementary, middle, and high schools in the La Jolla area.
- **Emerging Artists** – Section featuring up-and-coming artists from Southern California who are recent graduates and for whom LJAWF is an initial opportunity to participate in an art festival.
- **Merchandise/Information Booths** – Merchandise and Information booths keep attendees attired in LJAWF goods and informed about where to go, what to do and whom to see.
- **Volunteer Headquarters** – Home to the 500+ volunteers throughout the two days providing water, snacks, training and direction.
- **Musical Entertainment** – Support San Diego's top local entertainment showcased throughout the two-day Festival.
- **Tickets** – Tickets will be pre-sold at the benefiting local public schools (1500+ families). Your lower tier logo will be included on all tickets along with the Naming Sponsor.

Cove Sponsor \$3,000

These sponsorships pertain to specific underwriting opportunities that help defray the costs of the Festival. Only one per industry is available.

**Artist Jury
Program**

**Insurance
Rest Area Facilities**

**Police
Security**

**Printer
Shuttle Service**

Beach Sponsors

Beach sponsors receive ticket packages, and a tribute message in the event program and a listing on the event website. Size of tribute message in program varies per sponsorship level.

- **Windansea Sponsor** - \$1,000 (half page tribute message)
- **La Jolla Merchant Sponsor** - \$500 (quarter page tribute message)
- **Shell Beach Sponsor** - \$500 (quarter page tribute message)
- **Scripps Sponsor** - \$250 (line listing)

Sponsorship Benefits

\$30,000 Naming Sponsor (Exclusive naming sponsorship of the La Jolla Art & Wine Festival)

Includes all of the Festival benefits, plus:

- Event naming rights (i.e. "(Title Sponsor Name) La Jolla Art & Wine Festival 2012 Presented by (Presenting Sponsor Name)")
- Acknowledgement as Title or Presenting Sponsor at **both LJAWF entrances**
- Your 8"x5" color program ad in the **inside front cover or the outside back cover**
- Your company **logo** on all **tickets**

\$20,000 Festival Sponsor (Name the Stage or the Wine & Beer Garden) *Includes all of the Event benefits, plus:*

- Your company name and logo recognizing you as the sponsor on **one of the two most prominent and frequented parts of the event**
- Company inclusion on LJAWF **event video**
- Your company **logo** on the home page of the **LJAWF website**
- Your company **logo** on all **Artist Badges**

\$15,000 Event Sponsor (Sponsors Juried Artists and Event Management) *Includes all of the Village benefits, plus:*

- Your company **logo** on **print ads, posters and postcards**
- Your company **logo** on the back of the **volunteer t-shirts**
- Your **8"x5" color ad** in the beautifully printed **LJAWF program**
- Your company profile with logo (100 words or fewer) on LJAWF website
- **Ten complimentary admission tickets**

\$7,500 Jewel Sponsor *Includes all of the Village benefits, plus:*

- Your company name and logo on signage at the entrance to Restaurant Row or the Silent Auction - **two of the most frequently visited** parts of the event

\$5,000 Village Sponsor *Includes all of the Cove benefits, plus:*

- Public acknowledgment of your support in the **LJAWF social media campaign**
- Your **logo** on the **directional signage** (located at three prominent points throughout the main street) indicating the location of your sponsored area
- **8"x5" color ad** in the beautifully printed LJAWF program
- Opportunity to display promotional items at a **prominently placed 10x10 event booth** (tent, tables, and chairs included) and have a **two to three sentence tribute message** read by the M.C. every hour at the stage
- **Seven complimentary admission tickets**

\$3,000 Cove Sponsor *Includes all of the Windansea benefits, plus:*

- Your company name on the event's website with a **link to your website**
- Your company **4"x5" black and white ad** in the beautifully printed LJAWF program
- **Five complimentary admission tickets**

\$1,000 Windansea Beach Sponsor *Includes all of the Shell benefits, plus:*

- Your sponsorship will be listed in a **4"x5" black and white tribute message** in a beautifully printed program
- **Three complimentary admission tickets**

\$500 La Jolla Merchant Sponsor *Includes all of the Shores benefits, plus:*

- Your sponsorship will be listed in a **2"x5" black and white tribute message** in a beautifully printed program
- Your company profile with **logo** (100 words or fewer) on LJAWF website

\$500 Shell Beach Sponsor *Includes all of the Shores benefits, plus:*

- Your sponsorship will be listed in a **2"x5" black and white tribute message** in a beautifully printed program

\$250 Shores Beach Sponsor

- **Exposure to a select group** of over 10,000 Southern California and Northern Baja residents as a generous supporter of children and the arts
- **Affiliation with La Jolla public schools** and an opportunity to further enhance your community-oriented image
- **Name listing** in a beautifully printed program
- **Two complimentary admission tickets**

Under \$250 Sponsor

- Your contribution listed in the program and on the LJAWF website

Program and Logo Guidelines:

- **Program ad images** should be provided as digital files in Adobe Illustrator, PDF, Photoshop or InDesign at a minimum of 300dpi at 100%
- **Ad sizes** = 8" wide x 5" high or 5" wide x 8" high; 4" wide x 5" high or 5" wide by 4" high; 2" wide x 5" high or 5" high by 2" wide
- **Color** = Naming, Festival, Event, Jewel and Village Sponsors
- **Black and White/Gray Scale** = Cove, Windansea, Merchant and Shell Beach Sponsors
- Program ads must be emailed to **program@lajollaartandwinefestival.com** by **August 15, 2012** to guarantee publishing
- **Naming, Festival, Event, Jewel and Village Sponsors:** Two versions of the logos should be emailed as **.pdf** and **.ai/.eps** to **sponsors@lajollaartandwinefestival.com**

Donate to the Silent Auction

- Feature your artwork or company's goods to raise money at the event's silent auction
- Your contribution will be acknowledged in program, on website and on signage at the event.
- We will list your business on our website as a sponsor of our event and encourage all visitors and participating artists to support your business since you supported our event.

La Jolla Art & Wine Festival

SPONSOR AGREEMENT



Sponsor Name: _____
AS YOU WOULD LIKE IT TO APPEAR IN ALL PUBLICATIONS AND SIGNAGE

Address: _____

City: _____ State: _____ Zip: _____

Website: _____ Email: _____

Phone: _____ Fax: _____

Special Requests, if any: _____

Sponsor Contact: _____ Title: _____

Sponsor Signature: _____ Date: _____

Your early response is greatly appreciated. Thank you for your support.

Sponsorship:

- | | |
|---|--|
| <input type="checkbox"/> \$30,000 Naming Sponsor (Title) | <input type="checkbox"/> \$30,000 Naming Sponsor (Presenting) |
| <input type="checkbox"/> \$20,000 Stage Sponsor | <input type="checkbox"/> \$20,000 Wine & Beer Garden Sponsor |
| <input type="checkbox"/> \$15,000 Juried Artist Sponsor | <input type="checkbox"/> \$15,000 Event Management Sponsor |
| <input type="checkbox"/> \$7,500 Restaurant Sponsor | <input type="checkbox"/> \$7,500 Silent Auction Sponsor |
| <input type="checkbox"/> \$5,000 Village Sponsor (<i>indicate preference</i>) | <input type="checkbox"/> \$3,000 Cove Sponsor (<i>indicate preference</i>) |
| _____ | _____ |
| <input type="checkbox"/> \$1000 Windansea Beach Sponsor | <input type="checkbox"/> \$500 Shell Beach Sponsor |
| <input type="checkbox"/> \$500 Merchant Sponsor | <input type="checkbox"/> \$250 Shores Beach Sponsor |
| <input type="checkbox"/> Under \$250 Sponsor (<i>specify amount</i>) \$ _____ | |

Total Enclosed \$ _____

In-Kind Sponsors: Please fax or email a detailed description of the value of your contribution so an appropriate sponsorship level can be determined.

Please check any of the following:

- I grant permission to LJAWF to use my name/company's name in news releases and other appropriate pre- and post-event publicity
- Enclosed please find my contribution payable to **La Jolla Art & Wine Festival, a 501 (c) 3 (tax id #33-0080727) not-for-profit organization**
- Please charge the following credit card \$ _____
Visa/MC/Amex # _____ Exp. Date _____

Signature: _____

Recognition Deadlines: Program and Signage – August 15, 2012. Please either email completed application to acdahlberg@yahoo.com, fax to 858.456.7091 or mail it to us at the address below.

La Jolla Art & Wine Festival

SILENT AUCTION AGREEMENT



Sponsor Name: _____

AS YOU WOULD LIKE IT TO APPEAR IN ALL PUBLICATIONS AND SIGNAGE

Address: _____

City: _____ State: _____ Zip: _____

Website: _____ Email: _____

Phone: _____ Fax: _____

SILENT AUCTION DONATION DESCRIPTION

(if artwork, please also include the piece's name and size)

Donation Value: \$ _____

Special Requests, if any: _____

Sponsor Contact: _____ Title: _____

Sponsor Signature: _____ Date: _____

Your early response is greatly appreciated. Thank you for your support.

Please check any of the following:

- I grant permission to LJAWF to use my name/company's name in news releases and other appropriate pre- and post-event publicity
- Enclosed please find my silent auction donation for **La Jolla Art & Wine Festival, a 501 (c) 3 (tax id #33-0080727) not-for-profit organization**
- Please contact me to arrange a pickup of my silent auction donation
- I would like to specify a minimum bid of \$ _____. If not, I understand that the minimum bids are set for approximately 30% of the item's value.

Recognition Deadlines: Program and Signage – August 15, 2012. Please either email completed application to acdahlberg@yahoo.com, fax to 858.456.7091 or mail it to us at the address below.