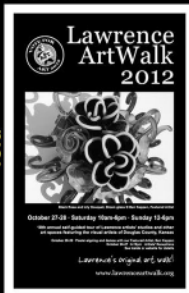


PROPOSED 2017 GUIDE MAP LAYOUT

Similar to Lawrence ArtWalk 2012 guide map (below)

FRONT



BACK



OPENED 2X



OPENED 1X



OPENED 3X



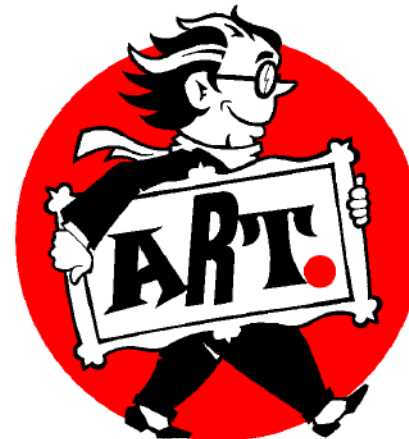
fold

fold

fold

SPONSORSHIP OPPORTUNITIES

Lawrence ArtWalk 2017



The 22nd Annual Lawrence ArtWalk

OCTOBER 28-29, 2017

Lawrence artists' open studios featuring the visual artists of Douglas County, Kansas

www.lawrenceartwalk.org

Produced & Presented by
The Little Pottery Venture LLC

THE LAWRENCE ARTWALK AND SPONSORSHIP

We hope you can join us in sponsoring Lawrence ArtWalk 2017! Since 1995 our annual self-guided tour of Lawrence artists' studios and other art spaces has provided a unique opportunity for the public to meet artists in their creative work environments, talk to them about their work and buy locally produced artwork. We have become regarded as one of Lawrence's premier art events and appeal to a regional audience, many of whom plan their visits to town around our event and look forward to discovering one-of-a-kind artwork.

Many Lawrence artists' studios – located primarily in their homes and not normally accessible to the general public – will be opened once again especially for the ArtWalk with some artists offering special demonstrations of their craft. Last year, our sponsors made it possible for us to once again connect our talented local artists with regional art lovers via studio – as well as online – visits, thus strengthening Lawrence's unique distinction as a 'City of the Arts.'

As a sponsor of our event, the advertising you will receive in our guide map and website – as your most visible benefits – is a great way for your business to target a sophisticated audience comprised of art patrons and artists!

We look forward to your partnership in helping to make this year's Lawrence ArtWalk a memorable event again and appreciate your shared vision of support for our thriving arts community!

Thank you.

Anne Egitto, Director
Lawrence ArtWalk

1/4 PANEL
(vertical)
2 3/8"w x 3 7/8"h

FULL PANEL
5"w x 8"h

GUIDE MAP AD SIZES

1/2 PANEL
5"w x 3 7/8"h

1/4 PANEL
(horizontal)
5"w x 1 13/16"h

SPONSORSHIP LEVELS

GOLD \$500

Limited to two sponsors

- Full-panel display ad in prime position in guide map.
- Corporate logo featured on Lawrence ArtWalk 2017 print advertisements* and poster.
- Corporate logo featured on Lawrence ArtWalk 2017 postcard (min. 400 copies).
- Corporate logo featured on Lawrence ArtWalk 2017 website.
- Industry exclusivity.
**Subject to production schedule.*

SILVER \$250

- One-half panel display ad in guide map.
- Corporate logo featured on Lawrence ArtWalk 2017 website.

BRONZE \$125

- One-quarter panel display ad in guide map.
- Company name featured on Lawrence ArtWalk 2017 website.

ALL SPONSORS

RECEIVE:

- Display ad in guide map, distributed free (min. 2,500 copies).
- Corporate logo and/or company name featured on Lawrence ArtWalk website with a link to your own website until the first day of the 23rd annual Lawrence ArtWalk (tentatively, October 27, 2018).
- Complimentary posters and guide maps.

CUSTOMIZED OPTIONS

Contact us about sponsorship options that may be available on a customized or in-kind basis!

GUIDE MAP DISPLAY AD INFO

DUE DATES 2017

July 14: Space reservation.
August 1: Ad copy/materials.
August 15: 'Camera-ready' ad.
September 9: Publication date.

GENERAL INFO

- Display ads will be featured in a 2-sided 17x22 fold-out guide map or equivalent with 5.5x8.5 panel size.
- Ad sizes are the same proportions as ArtWalk 2012 ads to minimize redesign work of prior ads.
- Limited design work can be provided by Little Pottery Venture.
- Any business participating as an exhibit venue for an ArtWalk artist must provide sponsorship at the minimum level (Bronze).

SPECIFICATIONS

- Electronic specifications: 300 ppi; PC-compatible JPEG, TIFF or PDF; grayscale mode (RGB mode for logo, if required).
- Corporate logo – if a Gold or Silver Sponsor – must be submitted in color.

SUBMISSION

- Ad should be submitted by e-mail to lawrenceartwalk@gmail.com.

PAYMENT

- Payment due upon publication.
- **Payment DISCOUNTED 20% if received by 'camera-ready' date.**
- Payment should be made out to "Lawrence Artwalk"

CONTACT INFO

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